



# ST. FRANCIS COLLEGE

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## Director of Recruitment Marketing

### About St. Francis College:

We are committed to diversity, equity, and inclusion and serve one of the most diverse student populations in New York City and the country. St. Francis College has a 160-year history of serving New York City's low-income, working class and immigrant families, and a mosaic of diverse individuals, offering our students opportunity—the opportunity to pursue a college education that is accessible and affordable and to use their hard-earned degree and experience to build careers and achieve economic mobility. Today, St. Francis College's student body is 28% Hispanic, 24% Black, and 26% White. Over 60% of students are female and 47% receive federal Pell grants. Candidates who are culturally competent and have the professional skills, experience and desire to engage with a collaborative and diverse college and community, are particularly sought after for employment with the College. To learn more about St. Francis College and our commitment to diversity, equity and inclusion, please visit us at <https://www.sfc.edu/>.

**Job Summary:** Reporting to the College's Executive Director of Marketing and Communications and passionate about the College and its mission, the Director of Recruitment Marketing provides support to the College's Office of Admissions ("Admissions") and manages the integrated marketing communications functions for student recruitment across all mediums and channels, from planning to implementation to analytics, measuring the performance of each vehicle. These vehicles include, but are not limited to, promotional material, digital, broadcast, out-of-home media, social media, and print advertising.

### Duties and Responsibilities:

- Researches competitive markets, demographics, trends, results, and other data related to objectives for recruitment.
- Plans, developments, coordinates, and implements marketing strategies and tactics based on the College's strategic plan and Admissions' targeted student recruitment markets, competitive positioning, and industry trends.
- Designs specific marketing approaches and spending budgets annually based on the objectives outlined by the College, the Admissions' strategic recruitment plan, market segments, and targeted audiences (undergraduate, graduate, transfer, readmits, international, parents, high school students, etc.) These include, but are not limited to:
  - direct response marketing in traditional, digital, and social media modes;
  - development of engaging program landing pages;
  - development of quality web content with keywords to increase presence in search results and build the brand through exposure, driving traffic to specific SFC websites;
  - search engine optimization and pay per click (PPC) strategies;
  - print, digital and social media advertising;

- promoting programs in the general press, academic and practitioner societies, select feeder schools, and other venues;
  - updating profiles for Admissions, as well as for other College offices that focus on veterans populations, international populations, and other target audiences, and;
  - working in close collaboration with other colleagues within the College's Office of Marketing and Communications, including those in the areas of integrated communications, social media, web publishing, digital marketing and graphic design, in order to review web, mobile, and social network analytics.
- Works closely with the Director of Integrated Communications, the Senior Graphic Designer and other administrative staff, to develop strategic and tactical marketing plans for implementation.
  - Implements SFC uniform branding and editorial standards for all media.
  - Recommends the appropriate marketing mix for campaigns including placement, positioning, promotion, and public relations.
  - Conducts appropriate market research and opportunities for SFC.
  - Analyzes data and metrics to modify recruitment marketing strategies and marketing initiatives.
  - Monitors budget to ensure projects are estimated accurately.
  - Performs all other duties as assigned.

**Essential Characteristics:**

- Customer focused and service oriented.
- Innovative and analytical thinker.
- Flexibility to adapt one's approach to changes.
- Ability to prioritize and multi-task.
- Project management skills with attention to detail.
- Meets deadlines.
- Good negotiating and conflict resolution skills.
- Work effectively and collaboratively with various teams.
- Clear and focused leadership skills.

**Required Qualifications:**

- Bachelor's degree in marketing, public relations or a related field.
- A minimum of 5-years of significant experience conducting and evaluating marketing research.
- A minimum of 3-years significant experience actively participating in successful strategic marketing campaigns across a variety of channels including traditional, web, and digital.
- A minimum of 2-years of marketing copywriting experience for print and digital platforms.
- Some experience in the higher education market.
- Some experience executing social media marketing campaigns, search marketing campaigns, and digital marketing platforms
- Demonstrated knowledge of the process of market research and digital benchmarking in the context of higher education programs.
- Demonstrated knowledge of approaches to successful integrated marketing communications planning and the role of customer relationship management systems with lead generation.
- Demonstrated knowledge of the technical approaches to market research and digital marketing and proficiency with multiple approaches.

- Strong oral and written communication skills.
- Strong analytics problem-solving skills.
- Knowledge of CMS systems and CRM tools, specifically Salesforce.
- Knowledge of statistical analysis tools.
- Communication skills and cross-cultural abilities to maximize effectiveness with diverse groups of students, colleagues and community members.
- Commitment to diversity, equity, and inclusion in the workplace, and efforts to embed it into the St. Francis College culture.
- Ability to interact collaboratively and professionally with diverse groups and constituencies throughout the College.
- Culturally sensitive with an understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.
- Strong commitment to the College's mission and to its students, faculty and staff.

**Preferred Qualifications:**

- Admissions marketing experience.
- Google analytics, UTM coding, and landing page development

**St. Francis College is committed to providing opportunities to all persons without regard to sex, race, creed, color, religion, national origin, citizenship status, age, disability, marital status, gender identity or expression, predisposing genetic characteristics, status as a victim of domestic violence, sexual orientation, status as a Vietnam-era or special disabled veteran, or any other characteristic protected by law in its education programs and activities or employment. The College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to equity and to increasing the diversity of our faculty, staff, students, and the curriculum. Applications by members of all underrepresented groups are encouraged.**

Interested applicants can apply by clicking [here](#).