



CALVIN
THEOLOGICAL
SEMINARY

Job Title: Admissions Communications Coordinator

Department: Communications/Enrollment Management

Reports to: Director of Communications and Enrollment Management

Status: Part-time, Non-exempt

SUMMARY

The purpose of the Admissions Communications Coordinator position is to ensure the efficient and effective operations of communications and admissions functions at Calvin Seminary. This position provides overall support to the Communications/Enrollment Management team through contact with prospective students, lead generation/funnel management and coordinating communications projects. This position will be 16-20 hours per week year round.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Offer hospitality to those contacting Calvin Seminary by serving as a responder to Admissions phone calls and emails.
- Manage the prospective student communication in the electronic database (Salesforce/Populi), ensuring accuracy and improving functionality for supporting recruitment efforts as related to communication plans. Assist with lead generation and funnel management.
- In collaboration with the Associate Director of Admissions, coordinate logistics, communication, and hospitality for virtual and in-person visits and events
- Ensure efficient day to day operations of communications functions, including organizing and maintaining communication assets, email lists, and constituent databases for admissions and the seminary communications.
- Provide customer service and hospitality by delegating and/or responding to communication emails and phone calls.
- Coordinate, manage and execute production schedules for Seminary communication channels: podcast, blog, video series, website, social media and email newsletter.
- Monitor project schedules, deadlines, action items, and document progress for the communications and admissions offices.
- Apply a proactive and problem solving mindset to continuously improve communications and admissions processes and procedures to effectively serve the Calvin Seminary community and incoming students.
- Other duties as assigned to assist the Communications and Enrollment Management team and Calvin Seminary.

QUALIFICATIONS

To be successful in this position, an individual must be able to perform each essential duty satisfactorily. The qualifications listed below are representative of the knowledge, skill, and ability required.

EDUCATION and EXPERIENCE

This position prefers an applicant with a bachelor's degree from a four-year college or university and/or three to five years of previous administrative and project coordination work experience, especially in higher

education. The ideal candidate is a self-starter, service oriented and able to work well with diverse populations.

COMMUNICATION SKILLS

Coordinating many program details requires clear written and oral communication with prospective and applicant students, seminary offices, and outside contacts for off-site events. Due to the diversity of our prospective students, this person should be able to demonstrate cross-cultural sensitivities. This individual must handle confidential information with integrity.

DECISION MAKING/JUDGMENT

This position involves managing projects and/or assignments requiring decision-making authority regarding schedules and plans. The position requires the ability to think clearly and act responsively.

OTHER SKILLS AND ABILITIES

1. Natural aptitude for hospitality.
2. Effective interpersonal and public relations skills.
3. Organization and accuracy.
4. Creativity and energy.
5. Flexibility and ability to manage multiple tasks.
6. Initiative and problem-solving.
7. Use of digital tools at above average level of skill mastery in such platforms as Microsoft Office Suite; social media, able to learn new software and apps. Experience working with online databases is preferred.

PERSONAL INTEGRITY

This position requires a person of unquestioned personal integrity demonstrated by honesty in word and deed, supportive teamwork, and ability to keep sensitive matters confidential. Additionally, because Calvin Seminary is the denominational seminary of the Christian Reformed Church in North America, deeply rooted in the Reformed tradition, the person must be familiar with and respect the Christian Reformed Church in North America and her constituencies. A vibrant Christian faith and active engagement in the life of a local church are essential.

PHYSICAL DEMANDS/WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work in this position is performed within routine office conditions, usually without exposure to hazardous or unpleasant conditions. The position will also require some light lifting. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Revised: 9.12.22