

SOUTHWESTERN COLLEGE, Santa Fe, New Mexico

ENROLLMENT SERVICES COORDINATOR updated 6.11.24

JOB DESCRIPTION

Reports to: Director of Enrollment Services

Job Summary

The Senior Enrollment Services Associate is responsible for supporting a comprehensive graduate recruitment, admissions process, and social media marketing campaign including supervising one or more Graduate Assistants.

Essential Responsibilities

A. Recruitment

1. Serves as SWC representative and liaison in community at professional conferences, community events and social functions.
2. Promotes graduate degree and certificate programs via social media, emailing, phone calls and personal meetings.
3. Meets with recruits and applicants visiting the campus and conducts informational meetings and tours.
4. Sends virtual greeting cards to recruits to follow up with one-on-one meetings.
5. Fields phone calls and emails relating to recruitment inquiries and administrative tasks in the admissions function.
6. Writes blogs and/or creates video texts for recruitment.
7. Uses database for tracking and updating recruit and applicant records.
8. Takes lead in responding to all MA and Certificate Info Inquiries.
9. Communicates to recruits and applicants the distinctive features of the SWC programs and SWC philosophy and values.

B. General Admissions

1. Conducts admissions interviews and provides feedback for the selection process.
2. Provides feedback on admissions interview process to enhance process.
3. Continues relationship building with accepted applicants through the gift program (accepted applicants getting a personal greeting card and gift).
4. Builds relationships with Degree program chairs and Certificate Directors to support recruitment/admissions processes and communications.
5. Serves as Designated School Officer for international program and follows communications from Immigration and Naturalization Services through SEVIS. This role will continue to 2026. Reports to Principal Designated School Officer
6. Counsels recruits on the application process through phone and zoom meetings.

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7. Leads Q and A for MA in Counseling students and co-leads Q and A for MA in Art Therapy/Counseling and MA in Art Therapy for Clinical Professional recruits and applicants.
8. Co-leads the Enrollment Prep sessions offered to accepted applicants.
9. Counsels recruits and applicants on mental health profession, SWC philosophy, and what makes our program distinctive.
10. Has key role in promoting NEI Certificate Programs and leveraging these programs with the MA degree programs by discussing specialty areas.
11. Counsels recruits and applicants on state licensing. This entails research, describing the licensing process and explaining our accreditation with CAAHEP as well as our status with CACREP.
12. Acts as pre-entry advisor to incoming accepted students which entails onboarding in specific areas: providing basic information on financial aid and scholarships, describing Populi and IT's role; reviewing registration process.
13. Guides graduate applicants on program planner selection through one-on-one meetings and email.
14. Counsels applicants on completion of Admissions Prerequisites.
15. Provides guidance and information to NEI Certificate applicants by describing the program features, costs and timing of offerings.

C. TeamWork role

1. Partners with different offices to deliver services to recruits, applicants and students. These include:
 - a. The development of marketing materials with InDesign expert.
 - b. Video production with IT
 - c. TNCC collaborations
 - d. Leadership support in providing on campus tours to job candidates and new employees.
 - e. Collaborating with NEI leadership for certificate program marketing material.
 - f. Serve on Scholarship team overseen by Financial Aid.
2. Plays key role in modeling team work and healthy work environment behaviors
3. Puts into practice SWC behavior and values described in the dispositional form.

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D. Administration

1. Manages recruitment/admissions efforts on college database: “Populi”.
2. Reviews website admissions and program pages for consistency and current information of content.
3. Oversees projects assigned by Director of Enrollment Services for the admissions function.
4. Weekly reporting of completion of special projects, phone calls, information visits to campus.
5. Assists Director of Enrollment Services in reporting function for recruitment/admissions.
6. Conducts “audits” for the entering classes which entails reviewing admissions material; bachelor degree completion; prerequisites completion and finalizing all admissions notations.

E. Marketing for SWC Degree/Certificate Programs

1. Manages and/or creates original content across social media platforms that includes posting original or repurposed content 1 – 3 times a week.
2. Supervises Graduate Assistant(s) (GA) by providing guidance/training in social media, SWC Philosophy, GA recruit outreach; conducts weekly GA meetings providing guidance on fresh ideas and current direction.
3. Offers a discerning perspective on social media “etiquette” and what is relevant and/or appropriate to post or respond to comments.
4. Researches and assists to implement current marketing trends in subjects related to the school, licensing, higher education, relevant fields, student life, etc. while maintaining a mindful perspective of what is “on brand.”
5. Takes lead on creating new monthly ads based on attractive aesthetics and pivots with shifts in the market to promote degree programs and certificates.
6. Takes lead in the creation of video ads for degree programs and static ads of certificate programs for carousel ads (degree + certificate programs)
7. Oversees changes in certificate and degree fact sheets in brochures.
8. Attends social media meetings to discuss budget, effective advertisements, and strategy.
9. Takes photographs at campus events to share on social media and website.
10. Co-manages NapoleonCat platform to address messages and comments including addressing negative and/or inappropriate communications from readers.

F. Professional Development

1. Takes active role in following recruitment/admissions national and regional trends.
2. Pursues trainings related to mental health field to stay current in trends to be better able to promote the degree and certificate programs.

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QUALIFICATIONS:

A bachelor's degree with strong verbal and written communication skills and commitment to work in academic field. Demonstrated experience in college recruitment and knowledge of admissions function. Experience working with nontraditional students and diverse student population helpful; demonstrated experience working collaboratively with staff and administration. Ability to occasionally travel and attend recruitment events in New Mexico and in other states. Computer skills and social media experience.