

Job Posting



Position	Department	Reports to	FTE	FLSA Class
Admissions Communication Specialist	Admissions	Director of Undergraduate Admissions	1.0	Exempt

Grace College and Seminary makes employment opportunities available to all applicants and employees without regard to race, color, sex (except where sex is a bona fide occupational qualification), pregnancy, age, ancestry, national origin, disability, citizenship status, military status, genetic information, or any other legally protected category. Grace College and Seminary is a Christian religious-affiliated organization and, as such, is permitted religious exemptions set forth in Title VII of the Civil Rights Act of 1964.

Scope of Responsibilities: Represent Grace College by developing and implementing communication strategies designed to engage prospective students and their families throughout the recruitment cycle. This role focuses on crafting compelling messaging through email, text, and other direct communication channels to effectively convey the value of a Grace College education while ensuring a seamless admissions experience. The Admissions Communication Specialist will provide key insights into student engagement data, develop segmented communication flows, and assist in broader recruitment efforts, including events, high school visits, and financial aid discussions. This role is comprehensive in serving students and their families from initial inquiry through matriculation. Some evening and weekend work is required, as well as travel during fall and spring travel seasons.

General Responsibilities:

1. Collaborate with the VP of Enrollment Management and Director of Undergraduate Admissions to align communication strategies with overall recruitment and enrollment goals.
2. Develop, write, and manage communication flows within the CRM to support institutional strategies such as growing specific areas of study, ensuring messaging is engaging, clear, and aligned with Grace College's values and enrollment goals.
3. Write and manage communication flows (email, text, etc.) tailored to prospective students and families at various stages of the recruitment cycle, ensuring messaging promotes the mission and vision of Grace College.
4. Collaborate with the Director of Admissions Data and Systems to maintain and optimize the CRM deliverables for communication tracking, automation, and personalization.
5. Take ownership of communication strategies to enhance yield rates, increase deposits, and reduce melt rates for designated territories.
6. Track communication engagement metrics, analyze effectiveness, and refine strategies to enhance prospective student engagement.
7. Be responsible for a small territory of prospective students and families by meeting with guests and providing admissions and financial aid information throughout the enrollment process.
8. Assist in planning and executing key recruitment events, such as Presidential Scholarship Days, Lancer Day, PreUnion, and other initiatives, ensuring seamless communication before, during, and after events.
9. Participate and travel in Fall and Spring recruitment events to engage students while ensuring consistent messaging and follow-up communication.
10. Operate school and rental vehicles with a valid driver's license for travel during recruitment events.
11. Admissions Communication Specialist Career Ladder provides promotion opportunities based on years of experience and annual performance reviews. Additional areas of responsibility are assigned based on individual strengths and/or office needs (ex. training new hires, assisting with travel planning, leading key aspects of campus visit days).
12. Additional duties as assigned.

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Qualifications:

A. Minimum:

1. Bachelor's degree.
2. Valid driver's license and good driving record.
3. Strong interpersonal skills.
4. Strong Christian faith, commitment and volunteer service experience.
5. Proficient experience with Google/Microsoft Office Suite.
6. Proficient experience with writing and proofreading.
7. Working knowledge of HTML and CSS
8. Highly self-motivated individual with outgoing personality and excellent social skills.
9. A positive attitude and team-player mentality.
10. Must have excellent oral and written communication skills.
11. Must be comfortable providing presentations to large and small groups.
12. Must be a good listener, able to sift through questions and address issues in a relevant way.

B. Preferred:

1. Alumnus of Grace
2. Previous experience with CRM Slate
3. Two years of experience in admissions or a related field

Status: Full Time; Exempt

A completed employment application, resume, 2 employment references and a spiritual life reference must be submitted in order to be considered for employment. Applications are available in the Human Resource Office or can be downloaded at <http://www.grace.edu>, Employment. Applications are submitted by email to employment@grace.edu.

Posted: 3/24/2025