



Position Description

RECRUITER OF NURSING MARKETING, ADMISSIONS

Job Type- Full-time, 12-month

Supervisor- Dean of Nursing and VP for Student Service

SECTION 1 - NURSING MARKETING

JOB SUMMARY

This position is responsible for developing, implementing, and executing the School of Nursing's (SON) social media presence through multiple platforms, including content creation, strategy, management, and maintenance, to increase and maintain the SON's online presence. The Director will also create marketing and collateral materials for recruitment purposes and make advertising determinations.

ESSENTIAL DUTIES / RESPONSIBILITIES

- o Create social media accounts for the School of Nursing (SON), Including, but not limited to:
 - Facebook
 - Instagram
 - Twitter
 - TikTok
- Create content, graphics, and develop the SON social media strategy (i.e. posting, reels, platforms, timing, messenger management, etc.) in order to increase the SON's online presence;
- Stay current with trends and technology relative to social media platforms and delivery;
- Maintain an archive of photos, graphics, and online marketing campaigns for use as needed;
- Utilize social media monitoring tools to schedule posts and measure the effectiveness of campaigns;
- Develop regular analytics reports, analyze performance data to improve engagement;
- Ensure accuracy and timeliness of content;
- Monitor the SON's social media presence regularly and check for authorized users, outdated content, accuracy of content, and proper use of branding elements;
- Take photos and video, perform basic photo and video editing;
- Verify that the content of work is factual and free of errors; proofread;
- Maintain and enforce the college branding, logos, and graphic images;
- Work with the Dean of Nursing to set priorities and deadlines, clearly communicate project goals and reinforce a collaborative work environment;
- Explore advertising opportunities, generate ad content, and establish connections with external entities to secure advertising opportunities.
- Other duties as assigned by the Dean of Nursing. Example: nursing inventory.



SECTION 2- NURSING ADMISSIONS & RECRUITMENT

Job Summary

This position will serve as the primary point of contact for all prospective pre-nursing and nursing students, guiding them through the application and admission process. The Director is expected to provide a high level of quality customer service and follow-up. The Director is responsible for all communication plan content and management for prospective nursing students.

Essential Duties/Responsibilities

The Director is responsible for:

- Training the Nursing Recruiter
- Coordinating off-campus recruitment programs and events and determining travel assignments for the Nursing Recruiter;
- Counseling prospective nursing students throughout the application and admission process;
- Reviewing and processing applications and transcripts for both nursing programs.
- Utilizing Barclay's texting platform, Cadence and CRM, Populi, to proactively communicate and track prospective nursing students;
- Meeting lead generation, and conversion ratio goals established by the College;
- Following the established recruitment plan consistent with the assigned audience group and aligned with the SON's goals for each semester;
- Identifying resources that optimize the visibility and presence of the SON among diverse audiences and communities for recruitment purposes;
- Developing and maintaining the data in Populi; including leads, prospects all the way through enrollment;
- Utilizing data in Populi to manage individual assigned leads and workflow throughout the recruitment and enrollment funnel;
- Utilizing phone, email, text, and other technology to communicate with prospective students in a timely manner, providing superior customer service; and
- Attending training sessions to receive updated information about the nursing programs, services, educator licensure requirements, etc.
- Providing timely feedback to the Dean of Nursing regarding market needs, and challenges faced when selling said programs.

SECTION 3- OVERALL POSITION INFORMATION

Other Duties/Responsibilities

- Take initiative;
- Ability to work independently;
- Ability to follow directions and complete tasks accurately, as well as accept supervisory input and constructive criticism;



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- Ability to demonstrate a creative aptitude;
- Ability to demonstrate effective communication skills in public, in person, and in writing;
- Ability to demonstrate attention to detail, and the ability to organize effectively;
- Must be able to work with individuals from a variety of backgrounds;
- Other duties as assigned.

Education & Experience Required

Bachelor's degree (B.A. or B.S.) from a four-year college or university, or 2 years or more of related experience. Strong sales background and people skills preferred, background in customer service, sales, marketing, and higher education are beneficial. Demonstrated experience working with college audiences or within such communities in their assigned territory.

Language Skills

- Ability to communicate efficiently and consistently with supervisor, staff, faculty, and prospective students.
- Ability to read, analyze and interpret procedures, general information, educational, and professional publications.
- Ability to write reports, correspondence, etc.

Reasoning Ability

- Ability to apply common-sense understanding to carry out instructions furnished in written, oral, or diagram form.
- Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills/ Misc. Skills

- Proficiency with MS Office, Outlook, social media, and marketing via the Internet as a tool;
- Ability to work within a CRM (Populi) to manage personal goals and outreach to prospective students;
- Ability to build relationships with prospective students;
- Professional attire and personal presentation required daily.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES, AND OTHER CHARACTERISTICS

- Possess working knowledge of or ability to learn TikTok, Snapchat, Facebook, Instagram, Twitter, and YouTube;
- High level of attention to detail and accuracy/ proofreading of content;
- Ability to analyze data to determine the effectiveness of social media campaigns;
- Proficient with using multi-social posting programs;



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- Willing to encourage and engage student involvement in videos and photo opportunities;
- Proficient with developing social media strategies, creating and managing content;
- Basic knowledge of media editing software (photo and video);
- Ability to sustain communication with diverse groups;
- Ability to prepare materials utilizing desktop publishing technology such as Adobe InDesign, Microsoft Publisher, Adobe Illustrator, and Canva;
- Digital photography skills;
- Demonstrate good written and verbal communication skills;
- Possess skills necessary to creatively design publication and promotional materials; basic design skills required;
- Must be a self-starter and have the ability to work with little direct supervision;
- Ability to continuously evaluate and improve the institution's online presence through social media;
- Application of general design principles;
- Ability to work successfully with students, prospective students and their families, business and school partners.