



JOB DESCRIPTION- DIGITAL OUTREACH AND ENGAGEMENT COORDINATOR

General Description/Primary Purpose

To focus on the future and utilize more fully a variety of digital communication strategies, the coordinator will curate, collect, and manage contacts to reach out on behalf of Murray State College. The coordinator will use a variety of available platforms as well as any new programs, applications or CRM products introduced. This position is responsible for processing admission applications and ensuring data quality in the registration and admissions system.

Classification: Full-Time- Exempt Staff

Salary: Commensurate with Qualifications and Experience, Plus Fringe Benefits

Appointment: 12-Month Appointment

Overview:

Murray State College is a small, open-door community college that provides personal growth and professional success opportunities to students of all educational backgrounds. Employees at MSC will flourish in a family-like environment that offers collegiate support and opportunities for advancement. Located in the heart of the Chickasaw Nation, Murray State College's service area comprises small towns with low cost of living and numerous natural attractions which offer fishing, hiking, and camping. Conveniently located within a two-hour drive of Dallas and Oklahoma City, MSC offers the best of both worlds: small-town life with access to big city offerings.

Description of Duties:

Utilize data to contact potential students and other stakeholders daily, weekly, monthly or all of the above as directed by the supervisor for the purpose of promoting Murray State College. Supervisor may also assign a coordinator to work with other supervisors on special projects that involve alumni, community members, business leaders and others for the benefit of Murray State College. Seek out and execute digital opportunities that provide a coordinated presence through email and texting platforms to allow for continuing communication with stakeholders.

The Digital Outreach and Engagement Coordinator will provide necessary mission support for high-quality products for the purposes of increasing enrollment and student engagement. Using all methods available, this individual will work to collect, organize and maintain data for prospective and current students, school counselors, alumni and other groups for the benefit of Murray State College. The coordinator will maintain the admissions application software. Coordinator will be responsible for all processing of applications and maintaining correspondence with students regarding required documents. Seek out and determine student information missing from the potential student's admission documents.

Essential Job Functions:

1. Seek out and utilize contemporary research on recruitment best practices. Adapt information and strategies for use at MSC.
2. Collaborate with Admissions and Recruitment to implement long-term strategies to positively impact enrollment goals.
3. Explore new digital opportunities to promote MSC and its programs to prospective students. 4. Manage Cadence-Mongoose texting program for MSC Departments.
4. Pull ACT data weekly, sort and send promotional emails to potential students. 6. Create and send emails for student follow-ups (tours, info requests, event attendance, updates, deadlines, admission applications, etc.)
5. Create data collection for special events
6. Review admission applications, ensure admissions documentation is complete, and ensure data in the computerized system is accurate.
7. Create daily social media posts and interact with schools in our 10-county service area.
8. Maintain and update flipbooks as needed.
9. Create flyers, social media posts and emails for special events.
10. Send monthly counselor newsletter emails with program spotlights.
11. Provide training to other staff members on outreach software.
12. Provide excellent service and represent the department in a professional and positive manner.
13. Follow the institutional data access and usage policies and procedures.
14. All other duties assigned.
15. To meet objectives of virtual work-related situations and/or extended periods when working from home, all faculty and staff must have access to 24/7 reliable off-campus Internet.
16. Complete National Incident Management Systems (NIMS) Training: General Role: IS-100.HE and IS-700.a

Required Knowledge, Skills, and Abilities:

Individuals must possess the knowledge, skills, and abilities listed below or be able to explain and demonstrate performance of the essential job function, with or without reasonable accommodation, by using some other combination of skills and abilities.

- Professionally and effectively communicate orally and in writing.
- Be knowledgeable about MSC's mission, purpose, and enrollment and engagement goals.
- Establish and maintain effective working relationships with faculty and staff in addition to all populations the college serves.
- Demonstrate experience of, or willingness in, working effectively in a culturally diverse workplace and/or serving clientele from a variety of racial and cultural backgrounds.

Preferred Knowledge, Skills, and Abilities:

- Creative skill set with solution-seeking mentality.
- Outstanding written and oral communication skills
- Advanced knowledge of Microsoft Office, especially Excel.
- Working knowledge of Constant Contact and Cadence platforms, along with new applications.
- ● Knowledge of recruiting and outreach best practices
- Understanding of the college service area and educational/community needs of such.

Other Ergonomic Requirements:

While performing duties of this job, employees are regularly required to talk and hear. The employee frequently is required to stand. The employee is occasionally required to walk; sit; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.

All individuals are required to meet these requirements or perform these movements without a significant risk of injury to themselves or others or to otherwise demonstrate or explain how they can perform the essential job functions.

Hours:

Generally, weekday hours will be Monday through Thursday hours 8 a.m. to 6 p.m. and Friday 8 a.m. to 12 p.m. This position will work 37.5 hours weekly, some evenings and weekends may be required in order to fulfill job requirements.

Qualifications Standards:

1. **Minimum Education:** Associate's Degree, Bachelor's Degree preferred.
2. **Minimum Experience:** 2 years experience in digital outreach for education, marketing, or communication.
3. **Professionalism:** Members of the Murray State College staff are expected to show professional competence, integrity, and enthusiasm in the performance of all responsibilities.
4. **Image:** Murray State College employees are expected to maintain a neat, well-groomed, and professional image at all times while performing their responsibilities.
5. **Background Check:** The successful candidate must give permission to have a formal background check conducted and employment is contingent upon the results of the national criminal and sex offender background check

Application Process:

1. Letter of application.
2. Resume.
3. Unofficial college transcript(s). NOTE: Official college transcript(s) required upon employment.
4. Completed MSC employment application.
5. Submit a Background Check Consent Form

Submit Application to:

Human Resource Office
Murray State College
One Murray Campus, Suite AD 104
Tishomingo, Oklahoma 73460
MSCemployment@mscok.edu

Application Deadline:

Position will be filled when an acceptable candidate is identified.

MSC participates in E-Verify.

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