

Campus Visit Experience Coordinator – Office of Admissions

Job Location - Mobile, AL

Position Type - Full Time

Education Level - 4 Year Degree

Travel Percentage - 0%

Job Shift - Day

Spring Hill College is currently seeking applications for an Assistant Director of Campus Events and Visits.

Job Description:

This position serves both the undergraduate and graduate applicant pools and is a direct report to the Director of Undergraduate Admissions.

- Designs and coordinates all aspects of event planning for the Office of Admissions, including development of annual calendar, management of logistics, and staffing.
- Oversees all campus visits, both individual and group visits. Leads and coordinates with student ambassadors to perfect and execute campus visits and coordinates with any admission staff member to execute group visits. Develops and manages regular campus visits for prospective students and community partners, including scheduling and staffing.
- Leads the Spring Hill College Student Ambassador program. Responsible for hiring, training, and supervision of Student Ambassadors. Conducts tour training for student ambassadors.
- Serves as an overall project manager that oversees all logistics for campus visit and events to include providing input on campus visit/event communication plans; maintaining inventory of appropriate giveaway items; coordinating with campus partners to ensure appropriate event staffing, event set up, catering; day-of event coordination for major events; maintaining and adhering to all budgetary requirements; and other tasks as appropriate.
- Designs, conducts, and analyzes survey data measuring the effectiveness of campus visits and events. Regularly makes recommendations as to how to enhance and improve visits and events to drive both increased applications and yield.
- Nurtures relationships with on- and off-campus partners as needed to facilitate recruitment and admissions events.

- Maintains organized task list and accompanying training materials to ensure all elements of event planning are addressed in a timely manner; communicates deadlines and task updates with department leadership, event committee members, and other key partners.
- Remains informed of trends and customer expectations related to event experiences, to help enhance recruitment and admission events.
- Assists senior leadership in training professional staff to give presentations and on event management.

Requirements:

Required Education

- Required Degree: Bachelor's degree from an accredited college or university.

Preferred level/type of experience

- Preferred experience in event planning for both small groups and large events, working with outside venues and vendors; preferably within a higher education or non-profit setting.

Knowledge/Skills/Abilities

- Knowledge of higher education admission and recruitment practices, principles, trends, and strategies.
- Knowledge of functionality of CRM programs and higher education student information systems.
- Excellent organizational, interpersonal, written, and oral communication, and technical skills.
- Professional and diplomatic demeanor, and the ability to work well independently as a member of a group or committee.
- Highly motivated with a positive attitude, strong commitment to customer service.
- Ability to adapt and problem-solve as needed, especially under pressure.
- Ability to quickly learn new database systems and expert proficiency in Microsoft Office suite, with an emphasis on Excel and PowerPoint.
- Ability to work and communicate effectively with a diverse audience.
- Must be available and willing to work a varied schedule, including evening/weekend work; some travel may be required.

- Ability to lift, load, and transport admissions and event materials, displays, and other equipment up to 35 pounds.