

GORDON COLLEGE

Position Description

Title: Admissions Events Coordinator

Function: Under the supervision of the Director of Signature Events, provides administrative oversight and event team leadership for the Admissions staff, ensuring staff are fully trained for event days resulting in the yield of academically qualified, mission-aligned students in line with the College's established enrollment goals. This includes assessing and conceptualizing the Admissions team's needs and desires for a variety of meetings and events, coordinating event logistics, negotiating contracts, implementing event design and aesthetic plans, extending hospitality, focusing on guest experience, and staffing events.

Description of Duties and Tasks:

1. Collaborate with Enrollment Marketing on the development and execution of appropriate and innovative recruitment during event days.
2. Support the Admissions team in successfully meeting the College's domestic and international undergraduate admissions recruitment goals, while implementing successful recruitment strategies on event days.
3. Serve as a team lead on event days, managing all logistical details of events including photography, volunteer coordination onsite, room set-up, signage, transportation, housing, food and beverage, speakers, staff, etc.
4. Support Undergraduate Admissions in hospitality training for event days.
5. Counsel prospective students and parents/guardians regarding next steps. Have a full understanding of the Admissions process and know who to direct students/families to at any point along the way.
6. Plan and execute up to 15 multi-day recruitment events per year, including Explore Gordon Days, Honors Days, Accepted Students Days, Summer Getaways and supports summer festivals.
7. Run point on all campus admissions events and regular weekday visits with the objective of giving students a full picture of life as a Gordon College student while making personal connections with families and delivering excellent customer service.
8. Plan for at least one day per week of flexible work hours for evening student contact and event planning and execution.
9. In collaboration with the Campus Scheduling Manager, prepare for and support external Summer programs, allowing a natural connection to the Admissions team.
10. Support other campus events, and complete related duties as assigned.

Required Knowledge, Skills and Abilities

In order to fully perform the above functions, the incumbent must possess the following knowledge, skills and abilities, or demonstrate that the major responsibilities of the job can be accomplished, with or without reasonable accommodation, using some combination of skills and abilities:

1. Bachelor's degree required; focus in hospitality, event planning, or marketing fields preferred.
2. At least two years of experience in the areas of event planning, admissions, enrollment, marketing, or related fields in a non-profit preferred.
3. Must possess a desire to make Gordon a place that welcomes people into the community. This includes practicing hospitality, building relationships with prospective students and families, and connecting them to people and departments on campus that enable prospective students to see Gordon as their future home.
4. Fosters community by showing the love of Christ to others, leads by example, connects with colleagues outside of the department, participates in college wide events, responds quickly to colleagues and is open to collaborating with other departments to advance Gordon's mission.
5. Excellent communication skills (written and oral) with the ability to engage a variety of audiences effectively and persuasively in both public and private settings.
6. Demonstrated leadership and creative thinking, including the ability to lead change, build teams, create and maintain positive morale and cultivate a culture of collaboration inter- and intra-departmentally.
7. Must possess sound and fair judgment in interpreting admissions policies in the evaluation of student applications and the ability to function in a collegial environment.
8. Understanding and enthusiasm for the value of a Christian liberal arts education.
9. Broad knowledge of College programs, activities and opportunities.
10. Appreciation of the overall philosophies and objectives of the College, with ability to present them effectively to prospective students, families, schools, churches and other audiences.
11. Ability to have a flexible schedule to accommodate occasional evening and weekend commitments.
12. Willingness to travel away from home for festival coverage.
13. Must be able to lift and carry event supplies to and from destination.
14. A valid driver's license with at least two years of licensed driving experience (if under 25 years of age), the ability to rent and drive a car.
15. Experience using data to measure and evaluate progress toward goals and revise processes as needed.
16. Competence in using Microsoft Office products: Outlook, Word, Excel and PowerPoint. Experience with Admissions CRM and database software
17. Request a minimum 2-year commitment.

Position Code: CFU-EVTCOOR-2

Grade: 4 FLSA

Status: Non-Exempt

Hiring Range: \$21.50 - \$31.50/hr

In our Christ-centered community, faculty and staff affirm the [College's Statement of Faith](#) as an expression of their own theological convictions and agree to work within [Gordon's community standards](#) in order to model these commitments for our students' formation. Gordon College faculty and staff support the College's commitment to the [Shalom Statement](#), which includes our desire to treat all individuals as equal image-bearers of God.