

The Office of Admissions at Florida College is seeking applicants for the position of Admissions Communications Specialist. The Admissions Communications Specialist supports student recruitment through CRM management, marketing coordination, and digital content creation. This role requires both creative skills and technical proficiency to execute admissions campaigns, events, and communications.

## **Responsibilities**

### Customer Relationship Management (CRM)

- Develop and manage CRM mailings, campaigns, reports, forms, events, and portals
- Build and maintain queries to support CRM communications and reporting
- Ensure accurate data usage and effective campaign execution within CRM
- Maintain technical proficiency in CRM to support admissions workflows and initiatives

### Admissions Marketing

- Manage admissions event marketing materials, including design coordination and printing
- Update, order, and maintain physical print materials for the admissions office
- Coordinate ordering of promotional materials (acceptance packages, event materials, etc.)
- Collaborate with central marketing team via weekly meetings
- Execute physical mail campaigns (postcards, boxes, and other mailers)

- Meet weekly with the marketing team to align project needs and timelines
- Design t-shirts for admissions events

## Social Media & Digital Content

- Meet weekly with Florida College's central marketing team to ensure admissions socials stay consistent with central marketing initiatives and branding goals
- Supervise a student intern responsible for collecting digital content
- Create monthly social media posting schedules aligned with Admissions content strategy
- Capture and edit photography and video content for admissions use

## **Minimum Qualifications (Required)**

Bachelor's Degree from accredited college or university required

- Experience working with Slate CRM or demonstrated ability to quickly learn and manage CRM systems
- Strong organizational and project management skills
- Experience with photography, video editing and graphic design
- Ability to manage multiple projects and deadlines in a collaborative environment

Interested applicants should submit a cover letter, resume, and 2 references with contact information to Matthew Dickey – Human Resources Director at [Dickeym@floridacollege.edu](mailto:Dickeym@floridacollege.edu) **Applications received by April 1, 2026 are assured full consideration.**

*Florida College is committed to maintaining a safe and secure campus environment and protecting the financial and physical assets of the institution. Therefore, Florida College conducts background checks on all finalists for employment. Successful candidates must demonstrate support for the mission and values of Florida College.*

*Florida College is an Equal Opportunity Employer and does not engage in prohibited discrimination in employment based on race, color, religion, national or ethnic origin, age, sex, disability, or prior military service. Florida College complies with applicable federal and state nondiscrimination laws.*