



# COLLEGE *of* ATHENS

## Recruiting & Marketing Coordinator

The College of Athens is seeking to fill the full-time position of **Recruiting & Marketing Coordinator**.

### **Position Description**

The Recruiting & Marketing Coordinator will be responsible for helping to recruit students to enroll in the College and overseeing the College's social media and marketing efforts.

Specific duties will include:

- Attend weekly Leadership Team and Prayer Hour meetings;
- Attend college recruiting fairs and host CoA recruiting tables across northeast Georgia and surrounding areas;
- Participate with the college's admissions and onboarding team in the overall admissions strategy;
- Engage in personal contact with prospective students for the purpose of effective recruiting and onboarding;
- Ensure effective publicity efforts related to student recruiting presentations, videos, and other marketing materials;
- Collaborate with other CoA staff in the creation of ad contents; and
- Effectively utilize social media and other outlets for the purpose of student recruiting as well as marketing efforts for other CoA non-degree programs and public-facing events.

### **Qualifications**

- Bachelor's Degree (no exceptions).
- Strong Christian spiritual maturity.
- A sincere interest in furthering the CoA mission and supporting the CoA Belief Statement.
- Some experience with sales and/or marketing preferred.
- Excellent organizational and planning skills, including attention to detail and the ability to effectively handle multiple tasks simultaneously.
- Excellent interpersonal skills that demonstrate confidence around leaders, students, community members, and in meeting situations.
- Strong verbal and written communication skills including the ability to prepare accurate and appropriate presentations and documentation.
- Technical proficiency in utilizing Microsoft Suite, social media platforms, basic video and design editing, and the ability to use internet technologies effectively and efficiently.

- A resourceful and collaborative nature that can manage and work well with multiple constituencies and strong attention to detail, with an organized work style and an achieving mindset.

### **Benefits**

The CoA Recruiting & Marketing Coordinator will:

- Gain valuable organizational leadership skills in a supportive, faith-filled Christian environment;
- Share in the co-labor and joy of advancing God's Kingdom through the College;
- Build life-long relationships with other members of the Body of Christ; and
- Have the opportunity to advance through the organization via promotion.

### **Compensation**

This is a full-time (40-hours per week), salaried position. Some personal support-raising required.

The Coordinator will be entitled to:

- Free tuition for self and/or family member(s);
- 3-weeks paid vacation per year plus 10-13 paid holidays; and
- Other optional benefits after 6 months employment such as participation in the college's IRA retirement plan, health benefits, and AFLAC benefits.

### **To Apply**

Interested candidates should submit the following components to Mr. Alex Fields, CoA Director of Outreach & Student Affairs (a.fields@collegeofathens.edu)

- Cover letter stating interest and salary requirements;
- A current resume that includes contact information for 3 professional references; and
- A copy of all college transcripts.

Contact Mr. Alex Fields @ 706.769.1472 or a.fields@collegeofathens.edu with any questions.

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