BRUNSWICK COMMUNITY COLLEGE

Job Description

Job Title: Brunswick Guarantee Associate/Marketing PR Assistant	**FLSA: Non-Exempt**
Reports to: Associate Vice President of Student Affairs	**Date: November 2017**

The incumbent in this position is expected to support the College in achieving its mission and goals. Student focus, college services, and a willingness to assist as needed are expected from all employees.

GENERAL FUNCTION:

Under limited supervision, this employee oversees the college-wide processes for the administration and marketing of the Brunswick Guarantee (the tuition and fee assistance program for Brunswick County high school graduates). This individual is responsible for marketing and promotion, recruitment, student advising and administration of the Brunswick Guarantee (BG) program. This individual is tasked with the collection of data, the maintenance of files/records associated with the BG, and for college compliance with the stipulations set by Brunswick County as the funding agency for the program. Tasks may include but not limited to: copy writing, proof reading, creation of materials, meetings, photo shoots, and more. This employee reports to the Dean of Student Services and Enrollment Management for direct supervision and has a dotted line reporting function to the Director of Resource Development and the Director of Public Relations and Marketing.

ESSENTIAL DUTIES:

- Create marketing strategies and materials for the promotion and public awareness of the BG
- Responds to inquiries and resolves problems, which require interpretation, explanation, and justification of organizational policies and procedures
- Assists with scheduling, internal/external communications, preparation of documents and communications for projects
- Recruit students and provides general admissions information to prospective students
- Make presentations to groups and individuals
- Advise incoming and continuing students
- Track and assist students as they move through the application processes for the college, financial aid, scholarships, and the BG
- Keep records and pull data for the BG reporting elements
- Track and assist BG students as they progress through their educational programs
- Monitor student eligibility and academic progress as it impacts the BG
- Create reports for the funding partners
- Respond to and assist with other marketing tasks as needed
- Provides support to fulfill internal requests for PR and marketing materials, assists with photo shoots, appearances, and performs deliveries/errands and other duties as assigned
- Serves on the BCC Foundation scholarship committee for the selection and awarding of Universal Scholarships
- Performs other duties as required

MINIMUM REQUIREMENTS:

- Bachelor's Degree in marketing, education, business management, accounting, or a closely related field
- Three to five years of related experience, or combination of education and experience commensurate with the requirements of this position

PREFERRED REQUIREMENTS:

- Adobe Creative Suite, WordPress
- Experience working in student services, foundation, or marketing in a post-secondary institution

OTHER RELEVANT KNOWLEDGE, SKILLS and ABILITIES;

- Must have the ability and vocabulary required to communicate with all levels of staff, faculty, students and the public in the performance of the job
- Knowledge and support of College policies and procedures
- Working knowledge of Colleague, Moodle, and Informer
- Working knowledge of federal financial aid and scholarship processes
- Familiarity with a variety of personal computer software and networking environments

- Excellent interpersonal, analytical, and communication skills critical
- Advanced communication (written and verbal), organizational, and problem solving skills

Salary range is determined by the candidate's education and experience. The position will remain open until filled and subject to budget availability. A completed and signed Brunswick Community College application, a letter stating your qualifications related to the position requirements, skills and abilities, transcripts, and resume are required. Applications may be found online at www.brunswickcc.edu. Applicants should send all documents and inquiries to: Human Resources, Brunswick Community College, PO Box 30, Supply, NC, 28462. Fax (910) 754-8229 Telephone: (910) 755-7300

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