

**RSAP
Job Description
Admissions Communications**

Department: Enrolling and Financing

Supervisor: Terese Buscher, Associate Dean of Admissions

The Office of Admissions seeks an **Admissions Communications RSA** to perform the following tasks:

- Assist in the production of print and online communication pieces
- Proof copy of new and updated publications
- Research and investigate what other colleges are producing in both print and online communications
- Keep current with what is happening at the college in order to help create an accurate and up-to-date message for prospective students and parents
- Identify areas of print and online communications that need to be updated
- Survey various groups about their opinions on publications
- Monitor college search sites
- Other tasks as assigned

Qualifications:

- Thorough knowledge of the college from experience and research
- Understanding Outlook, Excel and Word software programs and ability to use them creatively to manage projects
- Interest in college admissions and the marketing that relates to it
- Strong organizational and writing skills
- Ability to analyze and organize information for publication
- Excellent communication skills and ability to interact with various constituencies including students, parents, guidance counselors, staff, faculty and trustees of the college.

Term:

The position begins on the first day of classes and ends the last day of classes.

Outcome:

At the end of the year, the RSA will have helped to produce the entire family of admission publications, learned the process for producing and managing the creation of publications; assisted in the integration of online, print and verbal messages into an overall marketing communications strategy; participated in long-term projects involving diverse groups and interests including academic and administrative departments and vendors; gained technical writing experience by producing documentation related to publication projects; and learned about interacting with internal clients through training and support.

Contribution to the Admissions Office and Rhodes College:

The RSA helps with daily tasks, coordination of the publication production process from inception to completion. This would include surveying various constituencies regarding concept, content and design, collaborating with members of the communication staff and representatives of publications and marketing firms. The RSA would also assist in editing of copy and research related to various aspects of the college in order to maintain the most up-to-date and effective message for prospective students and their families. The RSA would help refine and update the college's message and communication methods and thereby assist in enrolling a well-qualified and appropriate class of entering students.

Stipend:

\$10/hr

Schedule:

10 hours a week

To be considered for the position, send a letter of interest with a resume and writing sample demonstrating ability to write simple yet creative copy about the college as well as clear and effective e-mail messages related to publications projects to **Associate Dean of Admissions, Burrow 241.**