Graduate Admissions Marketing Coordinator

highereedjobs.com/search/details.cfm



GEORGIA SOUTHERN UNIVERSITY

Graduate Admissions Marketing Coordinator

Job ID: 292575
Location: Statesboro, Georgia;Georgia Southern - Savannah
Full/Part Time: Full Time
Regular/Temporary: Regular

About Us

Georgia Southern University is the state's largest and most comprehensive center of higher education south of Atlanta. With nearly 150 degree programs at the bachelor's, master's and doctoral levels, Georgia Southern has been designated a Carnegie Doctoral/R2 "high research" university and serves more than 29,500 students from all 50 states, Washington D.C., and Puerto Rico as well as 106 nations.

With three vibrant campuses - the Statesboro Campus, the Armstrong Campus in Savannah and the Liberty Campus in Hinesville - Georgia Southern offers a dynamic environment which encourages learning, discovery and personal growth. The University is accredited by

the Southern Association of Colleges and Schools and has earned special accreditation from professional and academic associations that set standards in their fields.

Georgia Southern is an influencer and intellectual catalyst in southeast Georgia, a rapidly expanding region that is home to international companies such as Hyundai, Gulfstream and JCB, as well as the Port of Savannah and Georgia Ports Authority. With a focus on hands-on learning, Georgia Southern is supporting the demand for highly skilled workers by providing academic excellence and creative innovation in a supportive student-centered environment that empowers the next generation of leaders to succeed.

Beyond an ideal location, there is a place for you to work in an exciting environment abounding with opportunities for personal and professional growth. Named one of the Best U.S. Colleges by The Wall Street Journal, Georgia Southern is nationally ranked for the caliber of its programs and services. Georgia Southern University has been recognized by Forbes as one of "America's Best-In-State Employers" for 2025.

Location

Statesboro Campus - Statesboro, GA OR Armstrong Campus - Savannah, GA

Department Information

University Communications & Marketing

Job Summary

The Graduate Admissions Marketing Coordinator plays a critical role in advancing the University's mission by shaping the way prospective graduate students discover and engage with our programs. Reporting to the Director of University Brand and Marketing, this position leads the planning, development, and execution of innovative, data-driven marketing strategies that drive graduate enrollment growth. The Coordinator will leverage a diverse group of specialists within University Communications & Marketing (UCM) and partner with admissions marketing professionals for undergraduate admissions to lead recruitment strategies through web, email, text, print, direct mail and social media in support of meeting new graduate student enrollment goals for the University. The Graduate Admissions Marketing Coordinator consistently exhibits service, collaboration, and excellence as championed by the Division of Enrollment, Marketing and Student Success

Responsibilities

- Leads the Graduate Admissions marketing communications efforts to support strategic recruitment efforts
- Discerns project performance metrics and measures post-implementation effectiveness

- Assists in managing the Admissions CRM (Customer Relationship Management) system (Technolutions Slate), including the development and maintenance of all outbound communications, event registrations, portals and exports/reports for staff
- Facilitates prospective graduate student communication within the University's AI system (Druid), including drafting/sending messages, updating content and knowledge and monitoring student conversations
- Leads the critical and constant communication flow between University Communications and Marketing (UCM) and the College of Graduate Studies and Enrollment Management
- Manages project development among graduate admissions and UCM editorial, graphic design, website, photo/video and marketing leadership stakeholders
- Manages the Graduate Admissions websites
- Coordinates project plans to effectively build and deploy strategies with UCM personnel within channels such as paid media, SEO, social media, collateral, and others
- Demonstrates relationship management excellence in working with Enrollment Management and the College of Graduate Studies
- Serves as an ambassador of and promotes the University's brand

Required Qualifications

Educational Requirements

Bachelor's Degree

Required Experience

Three (3) or more years of experience

Proposed Salary

$55,000 - $60,000

This is an exempt position paid on a monthly basis.

Required Documents to Attach

- Resume
- Cover Letter
- Two (2) Professional References

Optional Documents to Attach

Schedule of Availability

Knowledge, Skills, & Abilities

ABILITIES

- Consistently exhibit engaging customer service
- Ability to support various constituencies served by the University
- Proven proficiency with computers including Microsoft Office, Google, and/or applications as required for specific position

KNOWLEDGE

Adhere to University policies and procedures to meet Institutional goals and support University's mission for student success

SKILLS

Effective communication (verbal and written), organizational and human relation skills

Apply Before Date

December 30, 2025
Application review may begin on November 20, 2025.

Contact Information

For more information or questions about a job posting, please contact the Department of Human Resources by phone at (912) 478-6947 or by email at hrservice@georgiasouthern.edu.

For technical support, please call the USG Service Desk at (877) 251.2644, or email support@usg.edu.

USG Core Values

The University System of Georgia is comprised of our 26 institutions of higher education and learning as well as the System Office. Our USG Statement of Core Values are Integrity, Excellence, Accountability, and Respect. These values serve as the foundation for all that we do as an organization, and each USG community member is responsible for demonstrating and upholding these standards. More details on the USG Statement of Core Values and Code of Conduct are available in USG Board Policy 8.2.18.1.2 and can be found on-line at https://www.usg.edu/policymanual/section8/C224/#p8.2.18_personnel_conduct.

Additionally, USG supports Freedom of Expression as stated in Board Policy 6.5 Freedom of Expression and Academic Freedom found on-line at https://www.usg.edu/policymanual/section6/C2653.

Conditions of Employment

Offers of employment are contingent upon completion of background investigation including a criminal background check demonstrating your eligibility for employment with Georgia Southern University, as determined by Georgia Southern University in its sole discretion, confirmation of the credentials and employment history reflected in your application materials and, if applicable, a satisfactory credit check. Applicants may be subject to a pre-employment drug test.

Offers are made expressly subject to the applicable federal and state laws, to the statutes, rules and regulations of this institution and to the Bylaws and Policies of the Board of Regents (BOR) of the University System of Georgia (USG), which are available for your inspection upon request.

Legally authorized to work in the United States for the duration of employment without assistance from the University.

Must be able to perform duties and responsibilities with or without reasonable accommodation.

Georgia Southern University is a Tobacco and Smoke-Free Community.

Proof of valid Driver's License upon hire and throughout employment.

Equal Employment Opportunity

Georgia Southern University provides equal employment opportunities to all employees and applicants for employment without regard to race, color, sex, sexual orientation, gender identity or expression, national origin, religion, age, veteran status, political affiliation, or disability. Individuals in need of reasonable accommodations under the Americans with Disabilities Act to participate in the search process should notify Human Resources: (912) 478-6947.

Other Information

- Must be able to perform duties and responsibilities with or without reasonable accommodation
- Work generally performed in an office environment
- Workweek may occasionally extend beyond 40 hours
- Travel may be required
- Operating motor vehicle equipment (position is required to drive)
- Stand, bend, walk and lift as needed throughout the day

Background Check

Standard + Education & DMV

To apply, visit
https://careers.hprod.onehcm.usg.edu/psp/careers/CAREERS/HRMS/c/HRS_HRAM_FL.HRS_CG_SEARCH_FL.GBL?Page=HRS_APP_JBPST_FL&Action=U&FOCUS=Applicant&SiteId=39000&JobOpeningId=292575&PostingSeq=1

jeid-8431c2e33496b34f9726251ba1873c29
© 2026 HigherEdJobs. U.S. Patent 8,548,928