Enrollment Marketing & Communications Coordinator (# 371956)

higheredjobs.com/search/details.cfm



Job ID: 371956

About the Job

Application review will begin on 2/6/2026

Profile:
Detail-oriented and data-driven professional with CRM marketing expertise, capable of balancing content execution and campaign measurement.

Position Description: Reporting to the Director of Enrollment Marketing & Communications, the Enrollment Marketing and Communications Coordinator supports recruitment and retention marketing for the division of Strategic Enrollment Management (SEM) at the University of Minnesota Duluth (UMD). The position is responsible for creating, implementing and managing compelling digital content within our CRM alongside other media channels. Using a blend of content development, project management, data analysis and reporting skills, this role manages the day-to-day operations primarily for admissions marketing and email communications campaigns, digital projects, and solutions for the purpose of recruitment and retention. We are seeking someone who would have a genuine enthusiasm for helping prospective students discover pathways to their goals and a commitment to advancing UMD's mission of an accessible and transformative college education.

Responsibilities and Duties:

CRM & Enrollment Communications - 35%
- Develop and execute comprehensive email marketing and digital communication campaigns
- Manage and optimize CRM marketing communication efforts, including email automation, segmentation for drip campaigns, event communications, and targeted messaging for conversion rate optimization and user experience improvements
- Develop and oversee email workflows and content to engage stakeholders per communications plans
- Lead recruitment-focused copywriting efforts for prospective students and event communications
- Maintain CRM communication standards, templates, and quality assurance processes to ensure accuracy, accessibility, and compliance
- Collaborate with the undergraduate admissions business analyst to assist with query building, data management, and portals within CRM
- Operates with delegated decision-making authority for day-to-day CRM communications, escalating strategic or policy-level questions to SEM Marketing and Communications (MarCom) leadership

Campaign Coordination and Partnerships - 25%
- Collaborate with SEM leadership to translate enrollment marketing strategy into CRM and digital execution
- Collaborate with University Marketing and Public Relations (UMPR) and external vendors to support enrollment marketing campaigns, ensuring alignment with institutional brand standards and SEM priorities
- Collaborate with collegiate units, Student Life, and other enrollment-related partners to develop targeted and personalized email communications
- Ensure alignment between CRM communications and the broader SEM marketing strategy and campaign timelines
- Support limited recruitment-focused social media content as needed, in coordination primarily with UMD SEM leadership, Admissions, and UMPR

Reporting, Digital Maintenance, and Optimization - 20%
- Track, analyze, and report on marketing performance metrics related to CRM and digital campaigns
- Provides data analysis and insights on campaign performance and audience engagement
- Enhances the prospective student journey through marketing automation and lead nurturing
- Support maintenance and content optimization for select web pages, in coordination with campus partners, to improve recruitment-related visibility, usability, and conversion

Operational and Project Support - 15%
- Assist with copywriting, proofreading, and editing for print collateral and digital communications
- Assist with project management systems and workflows
- Provide training, task prioritization, and oversight for student employees supporting SEM marketing efforts

Work Team and Professional Development - 5%
- Participate as a positive member of the SEM marketing and communications team
- Serve on campus or professional organization committees and work groups as assigned/elected
- Participate in professional development activities
- Actively support UMD Campus Goal #2, create a positive and inclusive campus climate for all by advancing equity, diversity, and social justice
- This role is expected to evolve as enrollment marketing strategies and capabilities expand
- Other duties as assigned

Qualifications

Required Qualifications:
BA/BS plus two years of experience or a combination of related education and work experience equal to at least six years.

Preferred Qualifications:

BA/BS plus 5 years of experience

Preferred Knowledge, Skills, & Abilities:

- Support the development and execution of data-driven enrollment marketing plans
- Analytical capability with a focus on converting analysis into strategy
- Working knowledge of:
  -CRM software, preferred experience in Technolutions Slate CRM for email communications, SMS, portals, etc., and willingness to learn
  -Web Content Management Systems - (Drupal and HTML experience a plus)
  -Google Workplace (Google Email, Drive, Docs, Sheets, Slides, Forms, Calendars)
  -Microsoft 360 to include PowerPoint, Word, and Excel
  -Project management software

- Extensive working knowledge of PC and/or Mac web-based software programs for database support and management

- Able to assist in coordinating complex projects led by SEM leadership that include stakeholders across campus
- Maintain knowledge of current and emerging industry trends and assess impact and collaborate with SEM leadership to incorporate new trends and developments in current and future solutions (e.g. Artificial Intelligence (AI), Technology Solutions, Industry Vendors etc.)
- Excellent verbal and written communication skills
- Ability to work both independently and in a team environment
- Ability to handle a variety of projects and tasks simultaneously and balance competing deadlines
- Strong attention to detail

Pay and Benefits

Pay Range: $51,200-$67,000 annually; depending on education/qualifications/experience

Time Appointment: 100% Appointment

Position Type: Civil-Service & Non-Faculty Labor Represented Staff

Please visit the Office of Human Resources website for more information regarding benefit eligibility.

The University offers a comprehensive benefits package that includes:

- Competitive wages, paid holidays, and generous time off
- Continuous learning opportunities through professional training and degree-seeking programs supported by the Regents Tuition Benefit Program
- Low-cost medical, dental, and pharmacy plans
- Healthcare and dependent care flexible spending accounts
- University HSA contributions
- Disability and employer-paid life insurance
- Employee wellbeing program
- Excellent retirement plans with employer contribution
- Public Service Loan Forgiveness (PSLF) opportunity
- Financial counseling services
- Employee Assistance Program with eight sessions of counseling at no cost
- Employee Transit Pass with free or reduced rates in the Twin Cities metro area

How To Apply

Applications must be submitted online. To be considered for this position, please click the Apply button and follow the instructions. You will be given the opportunity to complete an online application for the position and attach a cover letter and resume.

Additional documents may be attached after application by accessing your "My Job Applications" page and uploading documents in the "My Cover Letters and Attachments" section.

To request an accommodation during the application process, please e-mail employ@umn.edu or call (612) 624-8647.

Diversity

The University recognizes and values the importance of diversity and inclusion in enriching the employment experience of its employees and in supporting the academic mission. The University is committed to attracting and retaining employees with varying identities and backgrounds.

The University of Minnesota provides equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression. To learn more about diversity at the U: http://diversity.umn.edu

Employment Requirements

Any offer of employment is contingent upon the successful completion of a background check. Our presumption is that prospective employees are eligible to work here. Criminal convictions do not automatically disqualify finalists from employment.

About the U of M

University of Minnesota, Duluth (UMD)

The University of Minnesota, Duluth (UMD) consistently ranks among the top Midwestern, regional universities in U.S. News and World Report's "America's Best Colleges" issue.

Overlooking Lake Superior, UMD provides an alternative to both large research and small liberal arts environments and attracts students looking for a personalized learning experience on a medium-sized campus of a major university. A firm liberal arts foundation anchors a variety of traditional degree programs, as well as professional and graduate students that draw on UMD's many research institutes and labs.

At the University of Minnesota, we are proud to be recognized by the Star Tribune as a Top Workplace for 2021, as well as by Forbes as Best Employers for Women and one of America's Best Employers (2015, 2018, 2019, 2023), Best Employer for Diversity (2019, 2020), Best Employer for New Grads (2018, 2019), and Best Employer by State (2019, 2022).