

Florida Coastal School of Law (Coastal Law) is currently accepting applications for an Admissions Marketing & Communications Coordinator.

The Admissions Marketing & Communications Coordinators primary responsibility will be to advance the brand, value, and mission of Florida Coastal School of Law and the Admissions/Enrollment department. The Coordinator will assist in developing, and implementing, the Coastal Law marketing communications plan, which supports admissions events and priorities both internally and externally with a specific focus on: updating and creating website content, writing press releases, managing social media activity, writing and editing e-newsletters, advertising, and grassroots efforts. As a content curator and creator, this position requires copywriting and editing abilities; creative and reliable project management, as well as story-mining and research.

The Coordinator will drive awareness, participation and brand recognition of Florida Coastal School of Law, both on and off campus in support of reputation and brand management, student recruitment, media awareness and audience building. The Coordinator will assist in advising and assisting incoming and prospective students with the admissions process

- Creates a Coastal Law newsletter connecting faculty, staff, and students across the organization highlighting news, achievements, and campus events.
- Develops a Coastal Law communication calendar, ensuring any messaging or touchpoints to students and other constituents is coordinated across the organization, to maximize the impact of the content.
- Assist with the development and writing of email campaigns.
- Track, interpret, and communicate the metrics and analytics of all outreach campaigns and activities.
- Identifies opportunities to enhance outreach to internal and external constituencies.
- Manages web, social media, and other electronic communication channels and projects to promote Coastal Law to internal and external audiences.
- Responsible for creating, reviewing, updating, and disseminating admissions publications and marketing pieces.
- Provide data and analysis to assist in planning and implementing recruitment activities for designated colleges and universities, including travel in-state and nationally. At the direction of the Dean or Director of Admissions attend recruiting events to promote Coastal Law to prospective students. Represent the law school both on- and off-campus to prospective students, parents, pre-law advisors and other individuals or organizations involved in the law school selection process.
- Assist in setting recruitment goals for assigned territories being innovative and competitive in individual and territorial programming, while being attentive to the cost effectiveness of recruitment activities through thoughtful analysis.
- Assist with answering phone calls and emails from students to advise and assist with the admissions process.

- Assist with helping prospective students through the financial aid process.
- Assist with processing deposits in ACES and CampusVue.
- Assist with creating reports in ACES and CampusVue.

**Qualifications:**

- Bachelor's degree required
- Master's Degree preferred.
- Preference given to those with 2 years of experience in higher education admissions/enrollment management or enrollment marketing, public relations, social media marketing, or media relations.

For consideration of this position, please submit a cover letter and your resume to [humanresources@fcsi.edu](mailto:humanresources@fcsi.edu).

We are proud to be an Equal Employment Opportunity employer and value diversity. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender, gender identity or expression, national origin, age, disability status, protected veteran status, or any other characteristic protected by law. All employment is decided on the basis of qualifications, merit and business need.