



UNIVERSITY
OF
LOUISIANA
L a f a y e t t e

Staff Vacancy

**The Graduate School at the University of Louisiana at Lafayette
invites applications for the position of Applications and Communications Coordinator.**

Position: Applications and Communications Coordinator, EEO No. AA-6-17

Responsibilities: Reporting to the Dean of the Graduate School, the Applications and Communications Coordinator manages communications related to graduate applications and graduate recruitment. The position is responsible for development, implementation, and assessment of graduate applicant and graduate program recruitment-related external communications including, but not limited to, our prospect/applicant communication plan, Graduate School email inquiries, admission decisions, and web and print recruitment-related content development. It serves as a liaison to the Office of Communications, individual graduate programs, and other constituencies in creating, facilitating, and advancing content development, SEO initiatives, and cohesive and consistent CRM and social media strategies. Similarly, the position works closely with the Graduate School's Admissions and Recruitment Systems Coordinator and Functional IT Specialist to support our application, CRM, and reporting systems. The position is expected to communicate regularly and expertly with applicants, graduate program leadership (including department heads, graduate coordinators, and web ambassadors), professional staff in the Office of Communications and Marketing, and other Graduate School personnel.

Qualifications and Skills: Bachelor's Degree from a regionally-accredited institution required. Master's Degree preferred. Must be highly computer literate with extensive experience using Microsoft Office and familiarity with multiple social media platforms, website content management systems, scanner software, and basic editing tools and graphics functions. Experience working in higher education highly desirable, as is CRM, SEO, and marketing experience.

The successful applicant must possess advanced writing, editing, and proofreading skills. He or she must be able to write clearly, concisely, and accurately. The successful candidate must also be a self-starter who has demonstrated ability to contribute productively in a collaborative environment. He or she must possess exemplary interpersonal communication, organizational, time management, and follow-through skills. A willingness to adapt to changing processes and systems is required.

Starting Date: ASAP

Salary: Commensurate with qualifications, experience, and proven ability.

Applications: For initial consideration, applications should be received by **September 5, 2017**. The posting will remain open until the position is filled. Applications must include (1) a letter of interest, (2) a portfolio of relevant work including at least three samples of short writing (non-fiction) that best exhibit a well-developed writing style and aptitude, (3) a résumé, and (4) the names/contact information for three professional references. Application letter, portfolio, résumé, and references should be emailed (preferably as a single PDF attachment) to:

Dr. Mary Farmer-Kaiser
Dean of the Graduate School
kaiser@louisiana.edu

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