



UNIVERSITY CENTER OF LAKE COUNTY

Recruitment and Marketing Specialist

Position Summary

The Recruitment and Marketing Specialist has primary responsibility for assisting the member institutions in recruiting prospective students, and for developing and executing marketing strategies which can assist the growth of the University Center's brand in the Lake County Region. The Recruitment and Marketing Specialist will develop an in-depth understanding of each program offered through the University Center and will stay abreast of all program changes.

Essential Duties and Responsibilities

1. Participates in the development of the promotion and recruitment plan in relation to established lead generation goals and in coordination with the University Center's overall marketing plan.
2. Attends external recruiting events at CLC, Lake County business and industry, and local community events across Lake County.
3. Develops strong working relationships with the admissions and advising staff of University Center member institutions and University Center's Academic Advisor & Recruitment Specialist to ensure that prospective University Center students are routed appropriately.
4. Assists in the development and execution of University Center College Fairs and other recruiting-related events such as information sessions for transfer counselors.
5. Works in collaboration with the University Center's marketing team and Assists member institutions in marketing their programs by representing those programs at events, making connections between appropriate member institution staff/faculty and representatives of Lake County organizations, suggesting marketing strategies and tactics.
6. In collaboration with the marketing committee, develops and maintains a content calendar to schedule and organize social media posts, and campaigns in advance, ensuring timely and consistent delivery of content.

7. Fosters community engagement by actively participating in conversations, responding to comments, and addressing inquiries or concerns promptly and professionally.
8. Analyze marketing data to measure the effectiveness of campaigns and incorporate findings into future efforts. This includes tracking return on investment and key performance indicators to provide actionable insights.
9. Conduct market research to understand University Center's prospective student behavior and trends and use this data to develop creative marketing campaigns.
10. Develops relationships with the human resources & benefits staff at major Lake County employers and with area chambers of commerce and professional associations, in order to create or participate in recruiting opportunities among their employees or members.

Requirements/Qualifications

1. Demonstrated sensitivity to the needs of the adult learner/non-traditional student and students historically underrepresented at the college level.
2. Deep understanding of social media platforms like but not limited to Instagram, Facebook, X, LinkedIn, YouTube, and snapshot.
3. Understanding of and sensitivity to the needs of a culturally diverse community.
4. Willingness to work as part of a team, to shift working schedule to evenings and weekends as required, and to undertake local travel as needed.
5. Knowledge of social and experience in community outreach.
6. Familiarity with marketing and recruitment planning.
7. Minimum of two years' relevant experience in recruitment and marketing.
8. Bachelor's degree in communication and marketing or other appropriate field with relevant experience in adult education, marketing, outreach and community engagement.
9. Proficient office related computer skills required inclusive of Wix, MailChimp, Microsoft skills (excel, word, PPT, etc), Canva, Adobe Pro.

Preferred Additional Education and Experience

1. Bilingualism (Spanish/English)
2. Knowledge of Lake County and Chicago metropolitan area.
3. Master's degree in higher education

Salary: \$48,500

Benefits:

- Professional Development opportunities
- Choice of 2 medical plans including PPO and high deductible plans
- Dental Insurance
- 403-B retirement plan with employer match
- Employer Paid Vision Insurance, Life Insurance and Long-Term Disability
- 13 Paid Holidays
- Your birthday, vacation, sick and personal days

Application Instructions:

To apply for this position, please submit a cover letter outlining your interest in and qualifications for the position, along with a copy of your resume and the contact information for three professional references. (References will not be contacted until the search reaches the final stage.)

Submit your application to:

Roland Gozun
Director of Business and Finance
University Center of Lake County
1200 University Center Drive
Grayslake, IL 60030
Rgozun@ucenter.org