

# OKLAHOMA BAPTIST UNIVERSITY

## POSITION DESCRIPTION

**Title:** Enrollment Technology & Communications Coordinator      **Department:** Enrollment Management

### **OBU Mission Statement**

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

### **Expectations for all Employees**

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees must embrace these expectations and model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commit to the mission and vision of Oklahoma Baptist University.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Strive for excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*

**Purpose:** The Enrollment Technology & Communications Coordinator supports the Assistant Director of Enrollment Technology & Communication by executing communication plans, maintaining CRM assets, preparing reports, and ensuring high-quality digital communication across all enrollment pipelines—including Graduate, Online Undergraduate, Traditional Undergraduate, and Dual Enrollment. This role provides essential operational and technical support that enables the Assistant Director to focus on strategy, optimization, system management, and cross campus initiatives.

### **Essential Functions:**

- Build, schedule, and deploy email and SMS campaigns across all enrollment divisions using Assistant Director-provided templates and strategy.
- Maintain and update communication content blocks, templates, and audience specific messaging.
- Maintain the comprehensive enrollment communication calendar and ensure timely execution of all scheduled sends.
- Perform quality assurance on all communication assets, including links, rendering, accessibility, and personalization variables.
- Verify all communications match Assistant Director-approved content before deployment.
- Build forms, portals, event pages, content snippets, and additional CRM components as directed.
- Conduct workflow and logic testing for new automations created by the Assistant Director.
- Maintain content libraries and communication assets in Slate for all enrollment pipelines.
- Execute multichannel communication tasks (email, SMS, basic print) tailored to each enrollment pipeline.

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- Build confirmation, reminder, and follow up messaging for events across Graduate, Online Undergraduate, Traditional Undergraduate, and Dual Enrollment pipelines.
- Draft emails, SMS messages, micro content, and event related text based on direction from the Assistant Director.
- Make light edits when deadlines, logistics, or event details change.
- Perform other duties as assigned.

### **Required Qualifications:**

- Ability to communicate information clearly and effectively, both orally and in writing.
- Strong interpersonal skills, with the ability to build relationships and motivate prospective students.
- Excellent follow-up and organizational skills to ensure effective communication with internal and external parties.
- Ability to work independently and as part of a team in a fast-paced environment.
- High standards of professionalism, conduct, and appearance.
- Strong analytical and problem-solving skills.
- Knowledge of guest experience satisfaction and best practices in student recruitment.

### **Education:**

**Required:** High School Diploma

**Preferred:** Degree in marketing, public relations, journalism, or a related field. Experience with Slate, Salesforce, or other CRM platforms.

### **Physical Requirements:**

- Must have sufficient mobility and physical stamina to walk across campus for office visits and campus tours.
- Proficiency in personal computers, software applications, and standard office equipment.

### **Special Requirements:**

- Must be a member of a local evangelical\* Christian church.  
\*Evangelical is a broad term referring to segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.
- Please apply using the link for “Support Staff Applications” on the OBU website at:  
<https://www.okbu.edu/hr/jobs.html>