

CRM Communication Coordinator
Community College of Philadelphia

Direct Link: <https://www.AcademicKeys.com/r?job=256171>

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Posted Apr. 24, 2025, set to expire Aug. 22, 2025

Job Title	CRM Communication Coordinator
Department	All Jobs
Institution	Community College of Philadelphia Philadelphia, Pennsylvania
Date Posted	Apr. 24, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Administration - Other
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Job Description	

Posting Details

Position Information

Reporting to the Director of Admissions & Enrollment Management, the CRM Communication Coordinator is primarily responsible for outreach initiatives by leveraging our Customer Relationship Management system (Slate) to communicate with critical constituencies who support enrollment at the College. This position coordinates outreach activities with prospects, applicants, parents, secondary schools, city and community agencies, external program initiatives, and other targeted markets. These

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activities include email, text, print and phone campaigns developed in collaboration with the College's recruitment staff, enrollment navigators, academic and support departments as well as marketing and communications. This position may require participation in recruitment events on evenings and weekends to build the reputation of the College and provide detailed information about academic opportunities, scholarship, financial aid and campus life.

#ID23

College Intro

Success starts at Community College of Philadelphia. Innovators and difference makers work at Community College of Philadelphia. Diversity thrives at Community College of Philadelphia. We are a college that is committed to promoting a work environment that attracts and retains talented and diverse faculty and staff. We challenge each other and ourselves to achieve at the highest level while contributing to the mission of the College and the betterment of Philadelphia. We value and support an intellectually dynamic community to prepare our students for global citizenship. Join us and become a part of a community that has long been and will continue to be generators of generational change in this city and beyond.

Community College of Philadelphia is an open-admission, associate-degree-granting institution which provides access to higher education for all who may benefit. Its programs of study in the liberal arts and sciences, career technologies, and basic academic skills provide a coherent foundation for college transfer, employment and lifelong learning. The College serves Philadelphia by preparing its students to be informed and concerned citizens, active participants in the cultural life of the city, and enabled to meet the changing needs of business, industry and the professions. To help address broad economic, cultural and political concerns in the city and beyond, the College draws together students from a wide range of ages and backgrounds and seeks to provide the programs and support they need to achieve their goals.

Specific Responsibilities

- Build and manage communication plans in Slate CRM and internal texting platform to all constituencies who support enrollment.
- Manage Slate CRM and texting platform to ensure appropriate and timely information is provided to students to assist them in moving from inquiry to applicant to enrollment.
- Write, edit and update email and text communications to increase applicants and effectively move students through the enrollment process.
- Coordinate with marketing, and academic and student support departments (Academic

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Pathways/Departments, Advising, Counseling, Single Stop, CME, etc.) to develop CRM-based communication campaigns to promote support services and academic programs poised for growth.

- Build portals, write queries, and build forms within Slate
- Collaborate with the Deans and Pathway Coordinators to develop CRM-based communication campaigns to promote academic programs poised for growth.
- Assist the Director with planning and promoting campus events such as Open Enrollment, Application Days, Open Houses, etc., and coordinate with external constituencies.
- Assist the Director in collecting and researching data to generate reports that aid in data-driven decisions to move future students through the enrollment process.
- Complete necessary administrative functions related to data management and written communications, such as editing, scheduling, and coordinating with recruiters on messaging.
- Perform assigned duties in a manner consistent with the mission, goals, and core values of the College.
- Maintain sensitivity, understanding and respect for a diverse academic environment, inclusive of students, faculty, and staff of varying social, economic, cultural, ideological and ethnic backgrounds.
- Other duties as assigned.

Minimum Qualifications

- Bachelors' degree required. Any and all degree(s) must be from a recognized accredited institution.
- Demonstrated proficiency using Slate CRM and texting platforms.
- Demonstrated ability to meet goals and collaborate with various departments on key initiatives required.
- Demonstrated knowledge of college admissions and community outreach required.
- Education and/or professional experience in marketing/communications.
- Demonstrated proficiency with Microsoft Office applications (Word, Excel and PowerPoint) and familiarity with creative presentation software such as Prezi and integrated management software systems required.
- Excellent interpersonal, written and oral communication skills; confidence speaking in small/large groups and with people from diverse backgrounds.
- Self-motivated with the ability to work/travel independently and set priorities to achieve goals/objectives required.
- Demonstrated ability to foster a cooperative team-focused work environment required.
- Exceptional organizational planning skills and ability to collaborate with others required.

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- Ability to work effectively with an ethnically and culturally diverse campus community required.
- Ability to work evenings and/or weekends as required.

Preferred Qualifications

- Minimum two (2) years of experience in higher education admissions setting preferred.
- Proficiency with Slate CRM Queries, Forms, Events, Portals, and Deliver Campaigns.
- Demonstrated proficiency using Banner preferred.
- Experience with Mongoose Cadence or other mass texting platforms.
- Basic scripting (CSS, HTML) is a plus.

Benefits:

“Success Starts Here” at Community College of Philadelphia. We recognize that our success as a college and the success of our students starts with our employees. Our employees are vital to our success. Our total compensation package includes a comprehensive offer of benefits that are unrivaled by most.

Full-time faculty and staff benefits include:

- College-paid medical, dental, drug, life and disability insurance
- Tuition remission (for classes at the college)
- Forgivable tuition loan (for classes at any accredited academic institution)
- 403(b) retirement plan with 10% College contribution with employee contribution 5%
- Flexible spending accounts
- Paid vacation, holiday and personal time
- Partial remote work schedule for remote work eligible positions

Additional College benefits:

- Winter break: 1 week around the third week in December and New Years
- Spring Break: 1 week in March
- Summer Hours: 4-day work week (closed on Fridays) from the 2nd week in May through the 3rd week in August

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For More information about the College benefits and eligibility based on employee class, please visit:
<https://www.myccp.online/human-resources/benefits-eligibility>

Interested candidates should complete an online application.

- Cover Letter of interest and resume required.
- Name and contact information of 3 references required.
- Employment offers are contingent upon successful completion of background checks in accordance with PA Child Protective Services Law.
- Must be legally eligible to work in the U.S.

Community College of Philadelphia is an equal opportunity employer and does not discriminate on the basis of race, sex, sexual orientation, gender identity, religion, color, national or ethnic origin, age, disability, status as a Vietnam Era Veteran or disabled veteran or any other status protected by law, in matters pertaining to employment.

Supplemental Questions

Required fields are indicated with an asterisk (*).

1. * How did you hear about Community College of Philadelphia?
 - CareerBuilder.com
 - HigherEdJobs.com
 - LinkedIn
 - The Chronicle
 - Veterans Job Fair
 - Professional & Technology Diversity Career Fair
 - AL DIA - Diversity Career Fair
 - Community College of Philadelphia Website
 - Indeed.com
 - Other
2. * If your answer to the above question is Other, please note the source below. If this question does not apply to you, enter N/A.

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(Open Ended Question)

3. * What is the highest level of education you have completed?
 - No Response
 - High School/GED
 - Associates Degree
 - Bachelor's Degree
 - Master's Degree
 - Doctorate
 - Other
4. * Do you have demonstrated proficiency using Slate CRM and texting platforms?
 - Yes
 - No
5. * Do you have a minimum of two (2) years of experience in higher education admissions setting?
 - Yes
 - No

Documents Needed to Apply

Required Documents

1. Resume
2. Cover Letter/Letter of Application

Optional Documents

1. References

Contact Information

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Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact Abby Ametrano Aametrano@ccp.edu
All Jobs
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