



A CHRISTIAN UNIVERSITY

Enrollment Services
Job Descriptions

April 14, 2023
VERSION 1

Field Marketing Representative

What we're looking for

As a Field Marketing Representative, you are a key element of the recruitment process for our online programs. You will be the frontline team member that creates MC's first impression to prospective students. You will generate quality leads from a variety of sources as you find students interested in taking the next step of their higher education journey. You'll work hard to ensure MC's brand awareness is strong throughout your assigned recruitment area. You will be expected to travel around the Southeast scouring the landscape for interested students to join the online MC family.

Who You Are

- You have the ability to enhance MC's brand awareness in multiple recruiting markets.
- You have the personal drive and diligence to master your craft.
- You are eager to participate in brainstorming/conceptual discussions to share new content ideas and perspectives.
- You enthusiastically stay up-to-date with the latest best practices.
- You have a passion for experimenting with new development techniques.
- You enjoy travel.
- You have strong communication skills, both verbal and written, and highly developed problem-solving skills.
- You love maintaining a solutions-first mindset in high-pressure situations.
- You dream about driving results in a dynamic environment.
- You are detail-oriented and a self-starter with enviable organizational and relational skills.
- You must be available for some evenings, weekends, and overnight travel.
- You are committed to the mission and vision of MC.

Nice To Haves

- Experience with planning events
- Knowledge of basic computer operations

Reports to: Director of Graduate Admissions

FSLA Status: Exempt