



Admissions Communications Coordinator

1.0 Full-Time Equivalent (FTE), One-Year Term (October 2025 – October 2026)

POSITION SUMMARY

The Admissions Communications Coordinator supports the Admissions department by implementing strategic communication plans for prospective students and their influencers (e.g., school counsellors, parents, etc.). Working closely with the Admissions department and Marketing and Communications department, this position creates informative and engaging content across multiple channels including print, email, text, videos, webpages, and social media. This role also advances Admissions' use of Slate, CMU's customer relationship management tool (CRM).

KEY AREAS OF RESPONSIBILITY

- Collaborate with Admissions and Marketing and Communications to create, revise, and document strategic communication plans for prospective and applied students, parents, and school counsellors.
- Lead the execution of these strategic communication plans by:
 - Using Slate CRM to build and send drip marketing campaigns, one-off informational and event-related emails, and text messages.
 - Coordinating physical mail outs and phone campaigns.
- In collaboration with Marketing and Communications, manage the @cmu_admissions Instagram account.
- Maintain and update Admissions-related content on the CMU website.
- Develop email templates and blurbs for Admissions Counsellors and Student Ambassadors to use in one-to-one emails with prospective and applied students.
- Work with Marketing and Communications to develop concepts and scripts for Admissions-related videos.
- Assist with writing, editing, and proofreading content for Admissions-related print materials; recommend changes to print materials as needed.
- Use Slate CRM analytics, stakeholder feedback, and current research to evaluate and improve the impact and reach of Admissions' communications.
- Explore innovative ways to enhance Admissions' communications through Slate CRM.
- Other duties as assigned.

WORKING CONDITIONS

The Admissions Communications Coordinator operates in a fast-paced and dynamic environment that encompasses indoor administrative settings and, on occasion, indoor events. This role may require flexibility in working hours, including evenings and weekends, to accommodate events. This position works with standard office equipment and sits for periods of time performing keyboarding activities.

WHAT YOU OFFER

- A commitment to the mission of CMU, and to its service in church and society.
- Undergraduate degree, preferably in marketing or communications, and a passion for continuous learning; a combination of relevant education and experience may be considered.
- Strong written, oral, and intercultural communication skills; must be able to communicate accurately and effectively with diverse audiences.
- Proficiency with Microsoft Office Suite, and ability to develop necessary skills to use other online platforms and applications, including social media and Slate CRM.
- Excellent organizational and administrative skills, as well as the ability to work both collaboratively and independently.



- Experience working with a CRM or other database a significant asset.
- Experience in any aspects of marketing or advertising an asset.
- Prior experience in post-secondary student recruitment, admissions, or marketing an asset.

WHAT WE OFFER

- Extended Health, Dental, & Vision Benefits
- Employer Matched Defined-Contribution Pension Plan
- Comprehensive Paid Time Off
- Tuition Scholarship Benefit Program for eligible employees and dependents
- Employee and Family Assistance Program (EAP)
- Free Meal Program

HOW TO APPLY

We want to learn more about you! Please submit your cover letter and resume to hrdirector@cmu.ca. We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Closing Date: Open until filled.

Canadian Mennonite University is committed to employment equity while ensuring our recruitment process is barrier free. Applications are encouraged from members of equity-seeking communities including women, Indigenous people, racialized people, people with disabilities, and people of all sexual orientations and genders.

If accommodations are needed, please send your request to hrdirector@cmu.ca.