



## **Ruggieri and Associates**

DBA: Columbus Polarity Center  
Columbus Center for Integrative Health and Wellness  
Institute of Holistic Health Careers

Main Office: 170 W 5<sup>th</sup> Ave  
Columbus, OH 43201  
614-299-9438  
[www.holistichealthcareers.com](http://www.holistichealthcareers.com)

Position Title: **Administrative Director of Marketing & Recruiting**

Reports to: Administrative Director and Director of Operations and Management

Summary: Designs, implements and facilitates all advertising and marketing efforts. Primary recruiter of all new students including managing the entire enrollment process for each. Builds and maintains the infrastructure necessary for a stable system of marketing and recruiting that can easily be replicated, taught, adhered to, and tracked. Facilitates the Educational Department.

Duties:

- Director of all processes involved with recruiting new students
- Primary contact and facilitator for all new student inquiries
- Facilitating entire enrollment process for each new student. See attached enrollment process
- Plan, organize, build, implement and manage a system for coordination and management of all marketing and recruiting efforts. Develop and manage a tracking system to monitor marketing effectiveness.
- **Plan, schedule and implement all marketing campaigns including phone calls, emails, letters and advertisements 3 – 4 months in advance** (expenses must be approved)
- **Coordinate social media** marketing efforts with other staff members including Facebook, Twitter, Linked In and identify & utilize other social media services
- Direct, Motivate and plan the marketing and recruiting responsibilities of all other staff members
- Develop a system for contacting prospective students in order to facilitate the highest possible rate of enrollment
- Coordinate monthly campus visits for prospective students
- Plan and coordinate community efforts / public relations events
- Website – Search engine optimization (possible)
- Maintain excellent communication with all governing bodies and boards
- Participate in curriculum development and all functions of Educational Dept
- Assist students in conjunction with advisor
- General Office duties when needed

Requirements and Abilities:

- Punctuality, Reliability and Attention to Detail
- Focus, ability to plan and schedule effectively
- Self-motivated, Strong Leadership skills
- Team player
- Multi-task, Accommodate shifting priorities
- Proficient in Microsoft Office Applications and basic computer functions including email and internet
- Proficient in Social Media
- Basic web development understanding
- Background in marketing and/or advertising.
- Art/design skills a plus but not required
- Strong interpersonal skills to build relationships with the community and prospective students including but not limited to in-person, letters, emails, and phone call communication skills
- Must develop an in-depth understanding of the company
- Integrity and strong work ethic
- Reliable Transportation

Disclaimer: *The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.*

Working Conditions:

32-40 hours per week  
Flex schedules negotiable  
Weekend hours possible  
Base hourly rate plus recruiting commission  
\$12-\$16/hr range based upon experience and commitment  
Educational bonuses available  
Bi-Monthly Pay Period  
Benefits negotiated after 1 year of continuous employment

Please submit resume in PDF or Word document attachment to

[a.perkins@holistichealthcareers.com](mailto:a.perkins@holistichealthcareers.com),

Angela Perkins, Administrative Director of Operations and Management

No phone calls please.