



**Posting Date:** August 2025

**Position:** Visitor Experience & Communications Coordinator

**Department:** Admissions

**Hours per Week:** Fulltime / 12  
Month

Founded in 1887, Alverno College is a four-year, Catholic liberal arts college for undergraduate women sponsored by the School Sisters of St. Francis. The college also offers a robust array of graduate and degree completion programs for women and men. Student learning and personal and professional development are the central focus of everyone in the Alverno College community. As Wisconsin's first designated Hispanic-Serving Institution, Alverno enrolls a highly diverse student body of virtually every demographic and experience. It is an institution that has revered tradition and encouraged innovation for more than 130 years.

The College is seeking applicants for a full-time Visitor Experience Coordinator located in Milwaukee, WI. Alverno College health, dental, vision, disability, and retirement plan enrollment is available to full time employees and eligible dependents. Tuition benefits are available for employees and qualified dependents.

**Primary Function:** The Visitor Experience & Communications Coordinator is responsible for executing events, campaigns, and communications to support Alverno College's enrollment goals and the Alverno brand. The coordinator also serves as an admissions generalist, which includes assisting prospective student walk-ins and off-campus representation at recruitment activities where needed. This dynamic role also provides oversight and management of student workers.

### **Primary Duties and Responsibilities**

*The following information is not meant to be all-inclusive.  
Other duties and responsibilities may be assigned as necessary.*

1. Work collaboratively with members of the admissions staff, enrollment offices, marketing, faculty and staff to plan and execute successful recruitment events.
  - a. Coordinate planning logistics for all scheduled recruitment programs (i.e. Preview Days, Information Sessions, Admitted Student Days, Scholarship Awards Celebrations)
  - b. Facilitate "day of" logistics for on-campus programs and serve as point person for Admissions and other College staff and faculty
  - c. Use program evaluation and outcomes assessment to analyze and report on the success of activities/programs, and propose improvement and innovation strategies based upon analysis and market research



- d. Participate in the design/coordination of the campus visit experience – including but not limited to tours, classroom visits, shadowing of current students, meetings with faculty, and overnight visits for individuals and small groups – for prospective students and other key stakeholders
  - e. Participate in the design and coordination of off-campus and online recruitment activities
- 2. Work closely with Marketing Communications to deliver a strong, consistent, and cohesive brand identity and voice across all Admissions communications. Support the Marketing Communications strategy with the development of high-quality content to drive enrollment, including email and mass text communications.
- 3. Work collaboratively with the Admissions team to support enrollment
  - a. Develop and apply knowledge of college-wide Admissions and recruitment programs and practices where needed
  - b. Support the Admissions Counselors with data entry,
  - c. Staff on- and off-campus and online recruitment activities, including, but not limited to college fairs, high school visits, and employer-hosted activities
  - d. Coordinate the look, feel, and quality of Alverno branded merchandise for prospective students with the intent to drive student interest and engagement in the enrollment process.
- 4. Hire, train and supervise student employees in the Admissions Office in accordance with the College's policies and applicable laws
  - a. Directly hire, train, schedule and assess Student Ambassadors/Tour Guides in their roles as student voices of Alverno, according to organizational policies and applicable laws.
  - b. Provide day-to-day management of all related student staff functions, including recruitment activities and tour scheduling/participation, call center activities, occasional communication via phone, email, social media, and other initiatives as needed.
  - c. Plan strategic initiatives for student staff programs, in collaboration with the Admissions Leadership Team, and institute appropriate evaluation and follow-up, as needed
- 5. Participate in Admissions Department meetings, committees, and official College functions when appropriate.
- 6. Be respectful of the College's vision of a balanced and healthy lifestyle strategy, which includes the *Seven Dimensions of Wellness: Career, Emotional, Environmental, Intellectual, Physical, Social, and Spiritual*
- 7. Comply with safety procedures, including maintaining clean and orderly work areas.
- 8. Perform other tasks as necessary to support the mission of the College.



### **Qualifications and Education**

1. Bachelor's degree is required.
2. A minimum of two years of professional experience in a fast-paced, goals-driven environment is required. Previous experience with event planning, execution and evaluation is preferred.
3. Bilingual English/Spanish preferred.
4. Must be flexible and have a collaborative work style, with ability and desire to interact effectively with a variety of diverse individuals and constituencies.
5. Supervisory experience with student workers is preferred.
6. Requires a high level of customer service, professionalism and ability to manage confidential information.
7. Requires excellent written and oral communication skills and must be able to respond to both internal and external customers professionally and in a timely manner.
8. Working knowledge of and the capacity to utilize technology programs including Microsoft Office (Word, Excel, PowerPoint, Access, Outlook), with the ability to learn new technology quickly. Experience with client relationship management and web content management systems is preferred.
9. Demonstrated organizational skills and attention to detail, including the ability to multi-task, prioritize, and work with frequent interruptions. Must have the ability to professionally respond to variations in schedules and plans.
10. Must be self-directed with strong problem-solving skills, including the ability to develop innovative approaches and ideas and meet challenges with resourcefulness. Requires evidence of sound judgment and solid decision-making skills.
11. Strong project management skills, including facilitating on-going communication with all stakeholders.
12. Core business hours on days without activities/programs are 8am – 5pm Monday – Friday. Must have willingness and ability to work evenings and weekends.
13. Some regional travel expected. Possible overnights.
14. A valid driver's license with a driving record that meets the qualifications of an Alverno driver is strongly preferred.
15. Must be able to freely move throughout the campus. Requires the ability to speak and hear. Must have the ability to frequently lift and/or move up to 10 pounds and occasionally lift/move up to 35 pounds.

Successful candidates will have a demonstrated commitment to promoting diversity, inclusion, and multicultural competence in an educational and work environment and must be willing to contribute to the College's strategic plan of inclusion.



### **Working Conditions**

General office and campus environment.

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### **How to Apply**

Apply on-line at <https://www.alverno.edu/jobs/apply/login.php>

Please attach your cover letter, resume, and list of references to the online application.

In accordance with the Americans with Disabilities Act (ADA), Alverno College will provide reasonable accommodations to qualified individuals with disabilities. If you require accommodations during the application or interview process, please contact [HR@alverno.edu](mailto:HR@alverno.edu).

*Alverno College is an Equal Opportunity Employer and committed to workplace diversity*