

# WONDER WOMAN

Educating how the current position works:

Enrollment Management & Student Access **WONDER WOMAN**  
aka Marketing and Community Relations Manager

## Turning Seven Departments Into One



### Enrollment Management & Student Access

*Project Manager, Art Director, Idea Maker, Think Tank Leader, Collaborator, Producer*

#### WONDER WOMAN DUTIES

- ▶ Establish Strategic Communication Plans
- ▶ Develop and Implement Plans
- ▶ Create Communication Pieces (Print, Video, Web)
- ▶ Update Social Media Avenues and Websites
- ▶ Write and Present Content
- ▶ Give Art Direction
- ▶ Be a Brand Advocate
- ▶ Track Successes
- ▶ Code E-Communications and Web
- ▶ Get Involved in Community, On and Off Campus
- ▶ Manage 1 FTE, 5 Design Students, and 1 GA
- ▶ Collaborate with College Deans, Provost, Campus Directors, and Marketing Department



Direct Communication and Collaboration

#### SPECIAL PROJECTS

*AVP, Provost, Deans*

#### TOOLS

Art Director  
Idea Maker  
Think Tank  
Collaborator  
Producer

Public Relations,  
Web Communications, and  
Marketing Department

- 1 Web Director
- 1 Creative Director
- 4 Designers
- 2 Web Developers
- 2 PR Writers
- 1 Creative Writer

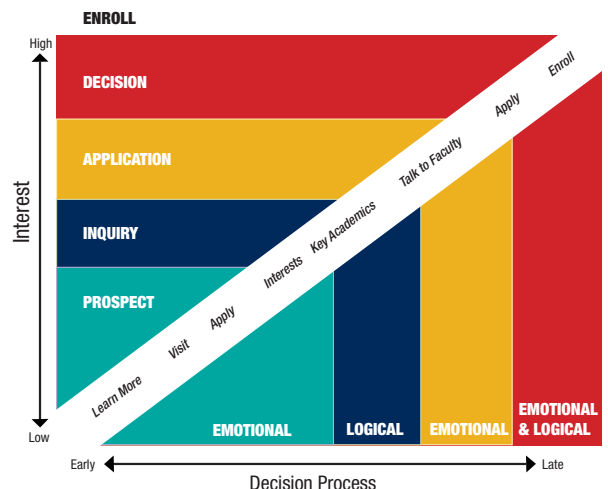
#### CAPE POWERS

- ▶ Communication is Key
- ▶ Ideas are Vital
- ▶ Implementation is Action
- ▶ Tracking is Smart
- ▶ Utilize the Team is Strategic



#### MISSION CONTROL

Enrollment Decision Process



\*Messages adjust to meet the needs