Job Description – intended start date: June 2019

Program Coordinator, Master in Law Program

Penn Law is one of the nation’s oldest and most distinguished law schools. We offer a distinctive cross-disciplinary legal education, drawing on the depth and breadth of the University of Pennsylvania, and a supportive intellectual community for our scholars, staff, and students alike.

The Master in Law (ML) program is an innovative, interdisciplinary program, through which professionals and graduate students pursue a Master in Law degree, Certificate in Law or ad hoc coursework on a variety of topics here at Penn Law.

The mission of the ML Program is to provide legal knowledge to highly qualified professionals and students from many disciplines to enable them to inform their work and scholarship, thus enhancing their academics and career preparation and performance.

The Program Coordinator is a full-time position, vital to the success of the ML program and its mission. The Program Coordinator reports to the Executive Director and other supporting members of the ML Program team including the Academic Director, Assistant Director, ML lecturers, and collaborating colleagues throughout Penn Law who contribute to the success of the ML program.

The Program Coordinator is responsible for ensuring the completion of key operational aspects of the program including marketing and communications, student networking and recruitment, program research, data compilation and reporting, and ML Program administration and support.

Responsibilities include:

1- Marketing/Communications/Student Recruitment

Outreach:

a. Work with ML and Communications staff to create and update course and program advertisements (digital and hard copy), brochures, postcards (including working with vendors to execute the mailing of campaigns like postcards), mass mailings (digital and hard copy).

b. Create and update listservs (using Penn Directory, Student Affinity groups/leaders).
c. Creatively innovate marketing strategies to reach Penn students and staff and newly defined non-Penn markets.

d. Create Newsletter submissions for Penn student and staff newsletters, determine other appropriate newsletters for dissemination of ML program information; design and execute submission.

e. Draft, design and publish regular online ML newsletter.

f. Create, edit, work with vendors to supply posters, lawn signs, other program materials for placement around Penn's campus; comply with necessary administrative process and approvals for placement of these materials.

g. Creatively network and promote the program.

h. Arrange, support and attend ML program information session. Prepare materials, table events and speak to students about ML program components and options.

Research and Reporting:

i. Research relevant market segments and other programs both to improve the ML program and find ways to reach current and prospective students, new market areas and stakeholders.

   i. Collect market data to provide accurate program comparisons with goal of enabling appropriate analysis of ML program strengths, assess areas of improvement, growth, help us drive marketing strategy;

   ii. Assess the use of, and implement focus groups and other creative strategies to determine best marketing strategies and program improvements

   iii. Research and report on potential growth areas: student and professional groups who will benefit from ML courses and programming

j. Serve as the lead on social media for the ML program, post student and alumni events, promote our classes, programs and student achievements via social media

Technology Use:

k. Stay abreast of software, tools and platforms currently used by program and law school in marketing and communications, including MailChimp, LiveWhale, CVENT, CMS; pursue and complete training on other relevant and necessary software, tools and platforms.

l. Use software to create, design and distribute appealing communications and marketing materials related to the program and classes.
Website Maintenance:

m. Maintain ML webpage: regularly assess and update all information on the ML webpage

n. Work with appropriate Penn Law staff to continue to improve the ML program’s online presence

o. Use data analytics tools to determine user behavior and optimal marketing strategies

Special Projects:

p. Ongoing marketing, communications and recruiting projects, including:

   i. Welcome and graduation events,

   ii. Onboarding strategies for new students, lecturers,

   iii. Create and maintain student and alumni bio pages for ML website: schedule interviews, arrange photos, materials for initial draft of bios, and liaise with Communications to have the pages listed and updated.

   iv. Student and Alumni features on Communications and Penn Law webpage: work with the ML team and students to be the lead to shepherd news from ML students and alumni regarding newsworthy events, accomplishments to the posting of this information.

q. Special projects and other related duties as assigned.

2- Events support and implementation:

a. Support and implement all aspects of ML Program Events Planning including calendaring, space reservation, invitation design and distribution, managing RSVPs, determining and placing catering orders, arranging purchase orders and payment, attendance throughout events.

3- Program data collection and reporting:

a. Collect data on ML program, admissions and students; prepare reports using Excel, PowerPoint and Adobe for use in assessment, evaluation and reporting on the many aspects of the ML program, admissions, students, and alumni.

b. Develop reports for internal use, presenting data for thorough reporting to Dean, faculty, other stakeholders

4- Administrative support of the ML Program:
a. Provide wide range of administrative support for all aspects of the ML program including student, lecturer and ML staff and Penn Law administration.

b. Course Planning Support: Keep status updates on current and pipeline of future ML courses, updating lecturer confirmations, receipt of updated syllabi, and other necessary details of courses.

c. Answer questions of and provide needed support to lecturers and students as appropriate.

d. Calendar appropriate ML program and staff meetings, events.

e. Additional related duties assigned.

**Candidate Qualifications:**

- BA/BS required. Master's and/or 1-3 years of relevant experience a plus; will consider recent graduates possessing interests listed and demonstrated ability in applicable technology; experience with and interest in marketing and communications and the use of social media, higher education programming, events planning interest and experience preferred as is prior experience at Penn.

- Must work well with others on a team and provide quality customer service in a professional student-oriented environment with an interest in student-centered programs and services. Working with a positive attitude and interest in completing the work of the team is essential.

- Must be an independent self-starter, diligent, flexible, and collaborative; must be able to prioritize, multi-task and pay close attention to detail. Must possess an innovative mindset.

- Knowledge of, experience with and interest in using office technology skills such as Excel, Power Point, MailChimp, Cvent, CMS and data management and reporting are essential; Creativity, Graphic Design skills and interest are a plus.

- Must participate fully in the work of the team as needed. Must be willing to staff a rare but occasional evening and/or weekend events.

To apply: [https://jobs.hr.upenn.edu/postings/44326](https://jobs.hr.upenn.edu/postings/44326)

The University of Pennsylvania and its Law School are equal opportunity employers.