

**JOB TITLE:** Student Communications Specialist

**PAY GRADE:** CL20

**LAST REVISED:** February 2018

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job. Additional or different duties from the ones set forth below may be required to address changing business needs/practices.*

### **SUMMARY DESCRIPTION**

Under the administrative direction of appropriate manager uses technology platforms to develop and deploy timely and relevant content designed to help students succeed in their college and career goals. Coordinates between departments and maintains calendars of various messages to students. Performs software configurations required to effectively utilize digital communication systems and applications. Writes, edits and formats messages for students. Ensures that the content of messages aligns with the goals of the Student Success and Support Program (SSSP) and the college's re-engineering efforts. Also ensures consistency with the district's branded tone and style when communicating with students.

**REPRESENTATIVE DUTIES** - *The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Establishes and maintains efficient and effective methods for coordinating and tracking communications to students from the college, ensures that messages are delivered to students in a timely manner, and in keeping with the goals established by the college's re-engineering efforts. Utilizes technology and social media tools to ensure consistent and timely delivery of messages to students.
2. Oversees college's social media accounts and guidelines, in alignment with the college's brand and mission. In collaboration with video and graphic staff, creates and curates dynamic written, graphic, and video content that supports college's overall social media strategy. Maintains editorial calendar for key social media campaigns to deliver new and engaging content that promotes brand visibility and reputation.
3. Monitors, measures, and analyzes key metrics and data for social media campaigns to evaluate performance, engagement, and user experience. Compile results into meaningful reports for key stakeholders and translate qualitative data into recommendations for adjusting future social media content to achieve objectives.
4. Coordinates with departments (e.g.: Counseling, Financial Aid, Marketing, SSSP, Outreach) to produce accurate, relevant and well-written content as needed. Responsible for tracking all recurring or seasonal messages and reporting a summary of those communications to other Student Services staff members.
5. Formulates campaigns aimed at both current and prospective students to introduce and reinforce pathways initiatives. Initiates and participates in long term strategic planning of communications platforms used by the college.

6. Sends broadcast and targeted mobile app notifications in coordination with IIT to promote enrollment and campus engagement.
7. Utilizes data analytics reports to improve communication methods. Coordinates with Marketing, IIT, and the Research Office, as appropriate, to measure and assess effectiveness of communications.
8. Maintains configurations in various software systems to create and track communication with students.
9. Learns to use new technology solutions as they are implemented by the district. Participates in the planning and implementation of technology tools to continually improve the communication methods used by the college.
10. Maintains a working knowledge of the regulatory requirements regarding communication with students, including FERPA, Title V, and security policies and procedures of the district.
11. Ensures that all student communications comply with ADA accessibility standards and college's branding guidelines.
12. Produces and/or analyzes reports to monitor the results of communications systems. Works collectively with other departments producing these reports so that conclusions may be drawn according to the expertise that resides within the district. Creatively enhances the content of those communications over time to increase effectiveness of messaging to students, collaborating with representatives from programs throughout the college.
13. Consistently applies communications skills and research-based communications principles to all aspects of the assignment. Makes suggestions to improve both the content of information provided to students and the systems used to track the communication of that information to students.
14. Coordinates communications timelines and deployments with other outreach and marketing initiatives (e.g. social media channels and landing pages)
15. Responds to and proactively reports to superiors and peers any interruption of communication systems.
16. Works cooperatively with all programs at the college to ensure accuracy of data, and that data is updated in the established timelines.
17. Follows all district policies and procedures regarding testing methodologies and timelines.
18. Performs related duties as required.

**QUALIFICATIONS** - *The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

**Knowledge of:**

- Communications methods and modern communication tools
- Commonly used digital communication and social media platforms
- Editing disparate written content to achieve a consistent voice
- Experience using technology to create widely distributed and personalized communications
- College policies and procedures
- Grammar and sentence structure
- Basic HTML

**Abilities and Attributes:**

- Self-starter with the ability to work independently, or as a member of a committee or workgroup.
- Excellent communications skills
- Interpersonal skills
- Proficient in using email, office applications, and basic calendaring software.
- Ability to learn new technology, and adept in teaching others to use technological platforms.
- Ability to manage to deadlines and against calendars with the ability to look forward to future deliverables.
- Strong aptitude in organizing and verbalizing complex information.
- Strong aptitude for configuring and using technology tools.
- Ability to evaluate methods of communication for effectiveness using data, evaluation tools, usage reports, interviews and observation of behavior.
- Ability to adapt to rapidly changing processes and procedures, especially those involving the use of technology.
- Excellent attention to detail.

**Education and Experience Guidelines** - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

**Education/Training:** A Bachelor's degree from an accredited college or university with major course work in English, Communications or a similar field of study.

**Experience:** Two or more years of increasingly responsible experience writing and/or editing content intended for public consumption.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT** - *The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed primarily in a standard office setting.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally walk, stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to



## Job Description

operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction