



## POSITION DESCRIPTION

Department:	Student Affairs Communications
Classification Title:	Public Affairs / Communications Specialist II
Working Title:	Educational Communications Specialist
FLSA Status:	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt
Incumbent:	

### Position Summary

The Division of Student Affairs promotes student success throughout the Cal Poly experience by providing Learn by Doing opportunities, delivering innovative student-centered programs, supporting personal growth, encouraging lifelong connections, and empowering all students within a safe, inclusive and supportive environment. Student Affairs Communications is the unit responsible for providing educational communications services to Administration and Divisional Operations and other Student Affairs departments, enhancing and supporting the effective achievement of student success and engagement outcomes.

Under the general direction of the Director of Educational Communications for Student Affairs, the Educational Communications Specialist is responsible for developing marketing and communications work product for the Administration and Divisional Operations (ADO) unit, focusing on External Relations and Development operations that supports the educational mission and furthers Student Affairs' commitment to retain and support a diverse and inclusive student body.

### Duties and Responsibilities

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

Essential Job Functions: Daily 90%

1. Develop, write and edit a broad range of print, digital and web-based marketing and communications including but not limited to presentations, proposals, public alerts, media releases, talking points, emails, newsletters, letters, advertisements, social media, website content and video messages.
2. Contribute to the development and successful strategic educational communications planning that achieves outcomes that are in alignment with divisional and university vision, values and priorities.
3. Execute engagement and outreach strategies to complete all actional tasks associated with the plan. This often includes obtaining university approvals prior to publication.
4. Coordinate and syndicate messages to external stakeholders on behalf of Student Affairs, which can include alumni, donors, parents and supporters of the division.
5. Execute the marketing and communications plan for divisionwide crowd fundraising efforts in coordination with the Student Affairs development officer, which includes the development of work products and coordination with divisional and campus units.
6. Provide communications support for activities related to advisory councils, committees and important stakeholders to the university. This may include developing presentations, executive summaries and content-specific documents.

7. Work with the team to provide guidance on how to respond to messages from the department email accounts as needed.
8. Work with the team on website design and development for Student Affairs websites, including external webpages and internal websites such as SharePoint.
9. Manage the divisionwide gift acknowledgement process to ensure timely, targeted, and impact-specific messages are delivered to donors by divisional staff or students who are directly impacted by the gifts.
10. Attend department-hosted and divisional events and provide day-of communications and operational support at select Student Affairs events.
11. Serve as point of contact for the departments to maintain databases related to donor engagement.
12. Develop an assessment plan for the communications unit that defines programmatic and service outcomes by conducting research on its policies, programs, practices and experiences.
13. Participate in divisional strategic planning and progress to successful completion; this may include participating in groups that work on initiatives and goals of the plan.
14. Oversee the procurement and delivery of products and services related to marketing and communications assets such as printed brochures and advertising space in publications.
15. Track expenditures and prepare budget data for monthly ProCard reports.

Related Job Functions

As Needed 10%

1. Continually develop leadership skills by seeking professional development opportunities and feedback on supervision style, leadership approach, and outcomes related to employee development, morale, and overall success.
2. Perform other job-related duties and special projects as assigned.

## **Required Education, Experience, and Credentials**

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Education and Experience:

- Equivalent to graduation from a four-year college or university and three years of progressively responsible experience in marketing and public relations, or a related field. A graduate degree in a related field may be substituted for one year of the required experience. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Licenses, Certificates, Credentials:

- N/A

## **Required Skills, Knowledge, and Abilities**

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1. Ability to demonstrate a commitment to diversity, equity, and inclusion. Demonstrated skill in modeling a culture of open and honest communication, respect, inclusion, integrity, balance, high achievement, and professionalism.
2. Excellent communication skills – verbal and written – including a thorough working knowledge of English grammar, spelling, and punctuation. Ability to initiate, establish and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the University with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.
3. General knowledge and skills in external relations and a foundational knowledge of fundraising, communications, and public administration principles, practices, and methods.
4. Ability to analyze data and make accurate projections using business mathematics and basic statistical techniques.

5. Working knowledge of and ability to apply standard theories, practices, principles, and techniques related to communications in public affairs and external relations, and to develop conclusions and make recommendations.
6. Thorough knowledge of web communication techniques, vehicles and formats. Ability to effectively use web technology to achieve communication goals.
7. Ability to analyze and select pertinent facts and integrate them into communication vehicles.
8. Thorough knowledge of policies, procedures, and outside regulations pertaining to external relations.
9. Ability to take initiative and independently plan, organize, coordinate, and perform work in various situations where numerous and diverse demands are involved.
10. Skill in the research, development and evaluation of policies and programs, including skill in the collection, evaluation, and interpretation of data to develop sound conclusions and make appropriate recommendations.
11. Expertise in investigating and analyzing problems with a broad administrative impact and implications.
12. Ability to make independent decisions and exercise sound judgment. Ability to anticipate problems and address them proactively.
13. Demonstrated ability to maintain a high degree of confidentiality.
14. Demonstrated ability to effectively interpret, organize, and present information and ideas in written or presentation form.
15. Ability to train others in new skills and procedures and provide lead work direction.
16. Excellent independent organizational and time management skills with the ability to coordinate and prioritize multiple assignments with fluctuating and time-sensitive deadlines.
17. Demonstrated customer service skills, including a high level of diplomacy and professionalism.
18. Excellent computer skills and proficiency with a variety of computer applications including word-processing, spreadsheets, databases, on-line systems, Internet as well as online calendaring and email.

### **Preferred Skills and Experience**

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1. Experience in working in complex, matrix organizations.
2. Experience serving and supporting historically under-represented populations that foster greater inclusion and engagement.
3. Experience with developing bi-lingual communications in English and Spanish.
4. Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.
5. Master's or higher degree in a related field.
6. Experience utilizing advancement and data sourcing tools, such as Ellucian Advance.

### **Special Conditions**

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- Must be able to work extra hours, occasional holidays, and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 Revised July 21, 2017, as a condition of employment.
- Must be able to successfully pass a pre-employment background/fingerprint check.
- This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).

