



# POSITION DESCRIPTION

**Department:** University Communications  
**Working Title:** Digital Communications & CRM Specialist  
**Job Code:** 0800  
**Time Base:** 1.0  
**Position Number:**  
**Union / Unit (if applicable):** California State University Employees Union (CSUEU) / Unit 9

**Position Reports To:** Student Communications Manager  
**Classification:** Public Affairs/Communications Specialist  
**Range Code:** 2  
**Exempt or Non-Exempt:** Exempt  
**Last Update:** 6/28/2024

**PURPOSE OF POSITION:**

Under the direction of the Student Communications Manager, the Digital Communications & CRM Specialist uses their knowledge and understanding of digital communication and engagement best practices to assist in the design, implementation, configuration and support of digital communications through various communication channels including CRM, University Chatbot and web. This position works with campus-wide stakeholders to advance institutional effectiveness in digital marketing and communications initiatives, develops integrated digital communications/engagement content, and provides user and training support. This position works closely with team members across divisions including the Office of the President & University Communications, Student Affairs, Academic Affairs, IITS and University Advancement. The position also provides mentorship and direction to student assistants.

**MAJOR RESPONSIBILITIES:**

	<u>% of Time</u>
1. Digital Communication/Engagement Implementation & Analysis	40%
2. Develop Integrated Digital Communications/Engagement Content	30%
3. System and User Support	25%
4. Other Tasks as assigned	5%

**LIST OF TASKS FOR EACH MAJOR RESPONSIBILITY:**

1. Digital Communication/Engagement Implementation & Analysis
  - a. Work collaboratively to recommend, create, and implement long and short-term strategic communications plans and projects including a large variety of emails and digital communications in support primarily of student engagement.
  - b. Manage day to day email, chatbot and newsletter requests that come from campus partners. This also includes enforcing guidelines for requests and maintaining these requests in a project management system.
  - c. Create reports and provides analysis for improvement of campaigns based on engagement data
  - d. Ensure accurate integration of data into the CRM; create reports for use by staff and senior level managers; maintain and update queries and rules; and troubleshoot system issues.
  - e. Serve as a liaison between IITS and University Communications regarding troubleshooting system issues, being aware of new features, software updates and working together on projects that overlap departments.
  - f. Work collaboratively with the Digital Marketing Strategist to ensure that email campaigns and web campaigns have similar look and feel
  - g. Keep current on new and emerging technologies and platforms; identifies opportunities for improvement; and implements recommendations to keep CSUSM's platforms operating using best practices.
  - h. Monitor campus communications through the CRM and other digital communications platforms and work with campus partners on compliance of guidelines when communicating with campus audiences.
  - i. Working with campus partners and IITS, ensure that the proper audience is being reached with each communication campaign
  
2. Develop Integrated Digital Communications/Engagement Content

- a. Assist with creating content for, formatting and sending University communications through CRM communications channels including emailing, texting and chatbot. This will involve assessing and learning each campus department University Communication serves understanding their programs and needs and devising a strategy based on the various communication channels available.
  - b. Design CRM emails and templates, webforms and audience segments for short-term and long-term campaigns and projects. This may require creating written content or collaborating with other staff members for the written content.
  - c. Ensure consistent use of email templates by campus partners inside of various communication platforms.
  - d. As needed, support updates to CSUSM webpage content to ensure alignment with communication campaigns.
3. System and User Support
- a. Create and maintain user training materials for various campus communication tools like Dynamics CRM. Manage virtual and in-person training for users.
  - b. Work with IITS on system setup, customization and management for various campus partners.
  - c. Collaborate with users across campus on communication needs and recommendations or solutions.
  - d. Manage daily troubleshooting requests from campus partners
  - e. Monitor and proactively assist with managing backend components in collaboration with IITS that may include roles and permissions of users, campus data requests, and various queries and processes.
  - f. Provide mentorship for digital communications student interns.
4. Other Tasks as assigned

#### **PROVIDES LEAD DIRECTION OF OTHERS**

Provides mentorship support and helps coordinate projects with digital communications interns.

#### **REQUIREMENTS OF POSITION:**

##### **1. List education and experience required**

- Bachelor's degree in marketing, communications, business *or a related field* plus 5 or more years of progressive experience in the communications field; or an equivalent combination of education and experience.
- Preferences
  - i. Experience in a higher education setting.
  - ii. Bilingual in Spanish.
  - iii. Two (2) or more years of experience using a CRM or similar tool like Microsoft Dynamics, Salesforce, Slate or similar.
  - iv. Two (2) or more years of experience creating written or visual content for email, text and/or web campaigns
  - v. At least one (1) year of experience using a project management tool like Asana, Microsoft planner or similar

##### **2. List knowledge, skills, and abilities required for this position.**

- Ability to demonstrate an awareness and appreciation of the cultural diversity of the University community and establish and maintain cooperative and effective relations with university employees, students and the public.
- Experience with digital communications platforms like Dynamics, Salesforce, Slate or similar.
- Demonstrated ability to work in a cross-functional team environment.
- Strong understanding of web markup including HTML, CSS, JavaScript, and responsive design.
- Demonstrated experience creating email templates
- Demonstrated experience training others
- Experience using a project management system like Microsoft Planner, Asana or similar
- Strong analytical and problem-solving skills.
- Strong written and verbal communication skills including the ability to develop written content for email, text and web.
- Ability to communicate effectively to a variety of audiences.
- Ability to provide support for business and technical projects, assignments and analysis.

- Ability to work independently while maintaining a strong customer service approach.
- Comfortable providing technical information and analysis to non-technical audiences.
- Ability to communicate effectively and with purpose to a variety of audiences.

**3. List machines, tools, equipment, and motor vehicles used in the performance of the duties**

- Standard office and communication equipment

**4. Unique working conditions**

- Occasional evenings and weekends to support key university events. Will be required to support critical communication issues or campus agencies.
- This position will be hybrid (3 days in the office, 2 days remote)
- Must maintain confidentiality and security of all communications and data as appropriate

**5. Other Employment Requirements**

This position is required to complete the CSU's Discrimination Harassment Prevention Program for Supervisors and/or Leads.

This position is subject to a background check including, but not limited to, employment verification, education verification, reference checks and criminal record checks. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

Must participate in required campus trainings including, but not limited to, Data Security and FERPA Training and CSU's Gender Equity and Title IX Training.

**PURPOSE AND NATURE OF WORK RELATIONSHIPS:**

Define working relationships with people on and off campus (other than supervisor or people supervised) with whom this employee interacts on a continuing basis, and how often this interaction occurs.

Check the appropriate box for each of the following items which most accurately describes the extent of the specific activity performed by this employee daily.

**PHYSICAL EFFORT**

Number of hours/day  
N/A 1-2 3-4 5-6 7+

1. Sitting			x	
2. Standing	x			
3. Walking	x			
4. Bending (neck)	x			
5. Bending (waist)	x			
6. Twisting (neck)	x			
7. Twisting (waist)	x			
8. Crawling	x			
9. Climbing	x			
10. Reaching (above shoulder)	x			
11. Reaching (below shoulder)	x			
12. Walking on uneven ground	x			
13. Crouching	x			
14. Kneeling	x			
15. Balancing	x			
16. Pushing or pulling	x			

Number of hours/day  
N/A 1-2 3-4 5-6 7+

17. Fine manipulation		x		
18. Simple grasping	x			
19. Power grasping	x			
20. Lifting or carrying				
A. 10 lbs or less		x		
B. 11 to 25 lbs	x			
C. 26 to 50 lbs	x			
D. 51 to 75 lbs	x			
E. 76 to 100 lbs	x			
F. Over 100 lbs	x			
21. Keyboard use			x	
22. Mouse use			x	
23. Repetitive use of hands/arms		x		
24. Repetitive use of legs/feet	x			
25. Eye/hand coordination			x	

- 26. Driving cars, trucks, forklifts and other equipment
- 27. Being around scientific equipment and machinery

Yes	No
	x
	x

**MENTAL EFFORT**

Number of hours/day  
N/A 1-2 3-4 5-6 7+

1. Directing others	x			
2. Writing		x		
3. Using math/calculations		x		
4. Talking			x	
5. Working at various tempos			x	
6. Concentrating amid distractions			x	
7. Remembering names				x
8. Remembering details				x
9. Making decisions		x		
10. Working rapidly		x		
11. Examining/observing details			x	
12. Discriminating colors			x	

**ENVIRONMENTAL FACTORS**

Number of hours/day  
N/A 1-2 3-4 5-6 7+

1. Inside				x
2. Outside	x			
3. Humid	x			
4. Hazards	x			
5. High places	x			
6. Hot	x			
7. Cold	x			
8. Dry	x			
9. Wet	x			
10. Extreme change of temp	x			
11. Dirty/dusty	x			
12. Exposure to gas, fumes or chemicals	x			
13. Odors	x			
14. Noisy	x			
15. Working w/others	x			
16. Working around others	x			
17. Working alone	x			

## SIGNATURES

The last sheet for any staff position description should contain the signature sheet. Signatures will include the incumbent's signature (if applicable) or new employee; the supervisor's signature and all pertinent administrative personnel.

### Employee

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Appropriate Administrator (MPP)

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Dean/Department Head/Director/AVP (optional)

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_