



POSITION DESCRIPTION

Department: University Communications
Working Title: Digital Communications Specialist
Job Code: 0800
Time Base: 1.0
Position Number: 00000267
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: 10/4/2024

PURPOSE OF POSITION:

Under the direction of the Student Communications Manager, and with a dotted line to the Associate Vice President of Enrollment Management Services, the Digital Communications Specialist leverages their expertise in digital communication and engagement best practices to enhance new student enrollment communications. This role involves designing, implementing, configuring, and supporting digital communications through various channels, including CRM, University Chatbot and others. The position collaborates with Enrollment Management, IITS and other stakeholders, as needed, to improve institutional effectiveness in digital marketing and communications initiatives, develops integrated digital communications/engagement content, and provides user and training support. The role also mentors and directs 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. Collaborate to recommend, create, and implement strategic communications plans and projects, focusing on Enrollment Management initiatives, including new student enrollment.
 - b. Create reports and analyze engagement data to improve communication practices.
 - c. Ensure accurate integration of data into the CRM; create reports for staff and senior managers; maintain and update queries and rules; troubleshoot system issues.
 - d. Work with Enrollment Management to ensure communication needs are being met.
 - e. Stay current on new and emerging technologies and platforms; identify opportunities for improvement; implement best practices.
 - f. Monitor campus communications through CRM and other platforms, ensuring compliance with guidelines.
 - g. Ensure proper audience targeting for each communication campaign in collaboration with University Communications, Enrollment Management, Instructional and Information Technology Services, and other areas as needed.

2. Develop Integrated Digital Communications/Engagement Content
 - a. Create, format, and send University communications through CRM channels including email, text and chatbot, supporting Enrollment Management needs including a focus on moving prospective students through application, admission, and enrollment.
 - b. Design CRM emails, templates, webforms, web content and audience segments for campaigns and projects
 - c. Ensure consistency in enrollment strategy across various distribution channels.

3. System and User Support

- a. Create and maintain user training materials for campus communication tools like Dynamics CRM; manage virtual and in-person training for Enrollment Management staff and others as needed.
- b. Work with IITS on system setup, customization and management for various campus partners.
- c. Collaborate with users on communication needs and provide recommendations or solutions.
- d. Manage daily troubleshooting requests from Enrollment Management and other campus partners.
- e. Proactively assist with backend management, including roles and permissions, data requests, and queries.
- f. Mentor 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, Information Security Awareness Training and CSU's Sexual Misconduct Prevention Program.

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.

PHYSICAL EFFORT:

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				
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: _____