**Job Description**

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| **Job Title:** | Student Communications Coordinator | **Location:** | Sherman Administration Building |
| **Department:** | Communications and Marketing | **Reports To:** | Communications Manager |
| **Division:** | Communications and Government Relations | **Pay Grade:** | P06 |
| **FLSA Status:** | Exempt |  |  |

**SUMMARY**

The Student Communications Coordinator is responsible for coordinating, creating, and publishing content in support of student communication, retention, and marketing strategies. Utilizing the college’s CRM system, the coordinator works closely with various college departments to support students, from prospects to graduates. This position is also a key team member for crisis communication to students and the campus at large.

### Essential Duties and Responsibilities

This list includes but is not limited to the following:

* Works with Communications and Marketing staff and other departments to ensure alignment of communication efforts with broader institutional communication, retention, and marketing efforts.
* Collaborates with various departments to support the ongoing configuration and optimization of the college’s CRM system as it pertains to student communications.
* Assists the Marketing and Events Coordinator and other departments with the development of messaging and events focused on student retention.
* Writes and designs compelling emails, text messages and other communications tailored to various student populations to meet the needs of college departments.
* Ensures all communications are clear, concise and aligned with the college’s tone and messaging guidelines.
* Monitors and analyzes the performance of all student communication campaigns, including open rates, click-through rates, response rates, and overall engagement.
* Ensures the CRM is tailored to meet the needs of various student communication initiatives, including data imports, segmentation, automation, and tracking capabilities.
* Uses data-driven insights to identify trends and areas for improvement in campaign performance.
* Makes recommendations and implements changes to optimize communication strategies, ensuring that outreach efforts are both impactful and efficient.
* Works with stakeholders to continuously refine messaging, targeting and timing to improve outcomes for student engagement and success.
* Becomes a subject matter expert in generating and analyzing student reports within the CRM.
* Uses CRM student reports to create accurate and targeted lists for communications, ensuring that messages reach the appropriate student populations.
* Manages the timeline, deliverables and outcomes of the communications plan, ensuring timely and effective outreach to targeted student groups.
* Coordinates, writes, and distributes meaningful communications, including but not limited to: news releases, feature stories, website content, internal communications, external public relations materials, and digital content (photography, videography, and social media) regarding college stories, news and events.
* Serves as content creator across multiple modalities and communication functions including proofing, editing, writing and producing digital and print communication.
* Assists the Chief Communications and Government Relations Officer and Communications Manager with crisis communication planning and emergency communications.
* Assists with media relations and provides research to the Chief Communications and Government Relations Officer on topics related to trends in higher education, communications, and internal/external relations.
* Maintains and updates crisis management plans that include students, employees, and stakeholders.
* Maintains a positive, helpful, constructive attitude and work relationship with supervisor, college staff, students, and the community.

**Marginal duties:**

* Performs other duties as assigned.

# REQUIRED MINIMUM QUALIFICATIONS

The following requirements represent the minimum qualifications necessary for an individual to satisfactorily perform each essential duty and be successful in the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the duties.

**Education and Experience**

Bachelor's degree from a four-year college or university and a minimum of three years full-time equivalent, related work experience is required; or an equivalent combination of education and experience. Knowledge of fundamental public relations, communications, and professional writing required.

# Knowledge, Skills and Abilities

* Excellent written communication skills for various channels – business, AP style, web/SEO
* Crisis management training
* Strong organizational skills and multi-tasking ability
* Ability to work independently as well as collaboratively
* Proficient in the use of technology tools to create digital e-newsletters, email campaigns, and graphics for social media
* Proficient in using Microsoft Office Suite and CRM systems
* Skills in photography and photo editing
* Proficiency in grass-roots style videography, editing and production
* Skills in using digital media hardware, e.g., video cameras, microphones, lighting, etc.
* Ability to work flexible hours, including evening and weekend events
* Ability to operate standard office equipment including phone, copier and computer

# Physical Demands and Work Environment

The physical demands and work environment described here 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 functions.

Physical requirements and environment are typical of those in a general office setting. This job involves regular sitting, standing, walking, typing, moving, lifting objects up to 10 pounds and exposure to office lighting. A wide variety of standard office equipment is continually used, including phone, fax, copier, printer and computer. Distance and color vision, as well as depth perception are required in this job. The employee is occasionally exposed to outdoor weather conditions. The noise level in the work environment is usually moderate.

October 2024