

# JOB TITLE: IT Communications Coordinator Grade: REPORTS TO: Jason Arellano

**BASIC FUNCTION**:

This position ensures the creation and delivery of Information Technology content to students, faculty and staff in a diverse university community. This role will focus on improving engagement with IT services and initiatives through sustained and coordinated communication, content and outreach with the university community. The IT Communication Coordinator will oversee and execute content creation to support Office of Information Technology projects, rollouts and continuing services. That content will include both print and digital resources, depending on the need.

**QUALIFICATIONS:**

The successful candidate will possess a Bachelor's degree in a related field and two years of experience in writing and/or editing publications; or any equivalent combination of experience, education and training. The following knowledge, skills and abilities are required:

* Ability to communicate effectively across a variety of media.
* Ability to conceptualize, write and edit strategic, accurate and concise content for university audiences.
* Ability to work under pressure, meet deadlines, conduct multiple tasks and maintain effective working relationships.
* Ability to manage communication projects from ideation to production.
* Demonstrated knowledge of spelling, grammar, punctuation, and Associated Press style. Direct experience as a copy editor or fact-checker is preferred but not required.
* Knowledge of writing styles and conventions for various media formats and ability to brainstorm, create and edit copy for each format (print, digital/social media, video, etc.).
* Experience creating a variety of types of content to create engaging and relevant stories to drive audiences to action.
* Ability to work effectively within a team and to work closely with other staff, faculty and students toward a common goal.
* Ability to supervise and/or coordinate the work of others responsible for the production of deadline-driven, high-quality product.

# GENERAL RESPONSIBILITIES:

* Manages and continues to build our divisional identity.
* Creates and maintains a consistent tone, voice and identity across channels and throughout communication efforts.
* Maintains content on the department’s website and other digital properties — and follows a consistent content strategy in regards to what goes where.
* Identifies audiences and create messaging plans for those disparate audiences.
* Devises and executes communication campaigns for top-priority projects and initiatives.
* Creates or oversees the creation of written content, graphic design materials and video production to promote divisional initiatives.
* Coordinates the creation of messaging and supporting materials for various events, tabling sessions and targeted outreach.
* Creates an overarching strategy for the department’s use of social media channels and identifies best practices for engaging the university community on these platforms.
* Schedules regular content for each feed, based on pre-planned benchmarks.
* Executes campaigns across social channels for high-profile projects and initiatives.

**SCHEDULE**: This is an exempt position and your expected work schedule is Monday through Friday. As an exempt employee your schedule may vary based on the number of hours needed to meet the job responsibilities. The individual holding this position may need to be available early morning, evening, and weekends to meet the needs of the department.

**OCCUPATIONAL GROUP**: Exempt/Technical

**SUPERVISION RECEIVED**: General supervision is received by the User Services Manager.

**SUPERVISION EXERCISED**: Functional supervision is provided to student workers.

**PHYSICAL REQUIREMENTS:** The expectations listed below are representative of the abilities that may be needed to fulfil duties of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Physical strength/endurance to enable him/her to perform/participate in the following activities:

* Physically able to lift various materials up to 25 pounds on an occasional basis.
* While performing required job tasks, physically able to bend, crouch and reach continuously.
* While performing required job tasks, physically able to remain seated, frequently to continuously.
* While performing required job tasks, physically able to remain standing up to 15% of the time.
* Possesses dexterity abilities required to operate a computer and other office equipment to perform related job responsibilities.
* Physically able to spend significant time reading both on paper and on a computer.
* Ability to travel by car and plane for University business. Ability to drive.

**EXPECTATIONS:** The incumbent is expected to have or possess:

* Ability to handle highly confidential material, understanding that all University information should only be disclosed to others who have a need to know, for legitimate business reasons. Have the ability to exercise and apply sound judgment and decision-making skills as well as the ability to maintain integrity and confidentiality of data.
* Has advanced knowledge of Microsoft Office and Google Suite software programs. Ability to quickly learn new technology and is self-motivated to stay current with emerging technologies.
* Monitors and manages content — text, graphics, and images — and ensures all pieces work together to tell a compelling story.
* Designs creative ways to engage with the University community through events or other outreach opportunities.
* Works with the Office of Information Technology’s Project and Engagement Manager and other relevant staff in finding creative ways to engage with the university community through events or other outreach opportunities.
* Incorporates in-person engagement opportunities into broader communication campaigns and efforts.
* Coordinate and create messaging and supporting materials for various events, tabling sessions, and targeted outreach.
* Runs reports and sets attainable goals based on standard social metrics.
* Assist with developing strategy and framework for engagement, communication, and support for User Services and OIT.
* Evaluates new social media channels as they arise for strategic fit and potential engagement opportunities
* Incorporate in-person engagement opportunities into broader communication campaigns and efforts.
* Ability to balance priorities to accomplish assigned tasks within the required time frame and be able to shift quickly between several tasks without loss of continuity.
* Engage in meaningful and intentional professional development appropriate for areas of responsibility and actively engage in personal and campus well-being initiatives.
* Carry out all responsibilities and objectives in professional manner.
* Accept and render constructive criticism in a professional manner.
* The ability to develop knowledge of, respect for, and skills to engage with those of other cultures or backgrounds in accordance with the Holy Cross Mission
* Adhere to the policies and procedures established by St. Edwards University.
* Ability to edit work for spelling and grammar, present numerical data effectively and is able to read and interpret written information. Demonstrates accuracy and thoroughness and monitors own work to ensure quality.
* Adapt to change in the work environment, manage competing demands and able to deal with frequent change, delays or unexpected events.
* Ability to accept supervision, assignments, change and correction. Proven effectiveness in dealing with a wide range of professionals, staff, and administrators.
* Ability to balance priorities to accomplish assigned tasks within the required time frame and be able to shift quickly between several tasks without loss of continuity.
* Engage in meaningful and intentional professional development appropriate for areas of responsibility and actively engage in personal and campus well-being initiatives.
* Carry out all responsibilities and objectives in professional manner.
* Accept and render constructive criticism in a professional manner.
* The ability to develop knowledge of, respect for, and skills to engage with those of other cultures or backgrounds in accordance with the Holy Cross Mission.
* Adhere to the policies and procedures established by St. Edwards University.

I have read and understand my job description and acknowledge that the University reserves the right to change or reassign job duties or combine positions at any time. I also understand that this job description does not imply an employment contract and the University may exercise its employee-at-will rights at any time.

Employee (Print Name): Date:

Employee (Signature): Date: