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| **Job Title:** Outreach Coordinator | **FLSA Classification:**   * Exempt * Nonexempt |
| **Reports to:** Dean, The Bill Munday School of Business | **Location:** |
| **Department:** The Bill Munday School of Business | **Division:** |
| **Employment Category:**   * Full-Time ☐ Part-Time | **Paygrade:** |

**PRIMARY PURPOSE OF POSITION**

Provides support to the Dean of The Bill Munday School of Business (MSB) to facilitate the school’s outreach to diverse constituencies within the university, including students, faculty/staff, and alumni, as well as external outreach to the Austin business community. This position operationalizes all outreach efforts conducted by the MSB, including but not limited to social media and website management, event coordination, and community partnership development. This is a nine-month position. Currently beginning on or about February 16 and ending on or about May 15; restarting on or about August 15 through May 15.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

* Develop and implement a communications strategy for the MSB’s digital media platforms. Create engaging content for the school’s social media pages (Facebook, Twitter, Instagram, and LinkedIn), and serve as the school’s website editor.
* Identify and write student/alumni success stories and press releases on newsworthy items. Collaborate with the Marketing Office to share these stories to multiple audiences.
* Develop and order materials to bolster outreach efforts, including flyers, brochures, and branded giveaways.
* Coordinate school events, including the Fireside Chat series, 3 Day Startup, and the Business Plan Competition. Secure space, communicate with guests, and manage event logistics.
* Create a marketing plan for each event, and work with faculty and staff to increase student attendance.
* Manage the MSB Student Portal, a hub in Canvas for all business students to easily access events and information. Update regularly, and send weekly announcements.
* Support student organization faculty advisors and department chairs in executing discipline-specific events.
* Supervise student worker(s) who help implement outreach efforts.
* Write, design, and distribute an e-newsletter for all business alumni.
* Represent the school at university alumni events, including Homecoming & Family Weekend and National Happy Hour.
* Create campaigns tied to the university’s alumni giving initiatives, and support the Dean in fundraising efforts.
* Build and maintain relationships with alumni and community partners.
* Track and engage all school contacts and leads through a CRM platform, including email marketing.
* Write, design, and distribute an e-newsletter for faculty and campus partners, and share internal updates through appropriate channels.
* Analyze social media and website engagement, and report accordingly.
* Track the cost and attendance of events, and report accordingly.
* Evaluate the effectiveness of various outreach strategies, and develop suggestions for enhancements.
* Other duties as assigned.

**QUALIFICATIONS**

Bachelor’s Degree required. Bachelor’s Degree with a major such as marketing, communication, journalism, public relations, digital media management, or business. Minimum of two years of full-time successful work experience directly related to the duties of the position, with a strong preference for experience in marketing and outreach. Ability to develop strategic relationships with a variety of constituencies. Excellent oral and written communication and interpersonal skills. Ability to take initiative in planning, organizing and effectively presenting ideas and concepts. Skill in Microsoft Office Suite and Google Suite software programs. Skill in data entry, with minimum typing speed of 40 wpm. Strong organizational skills and the ability to solve problems effectively. Ability to work independently and on a team. Experience with Hootsuite or other social media management tools and the Adobe Creative Suite (InDesign, Photoshop, Illustrator, etc.) is preferred. Skill in Drupal or other content management systems preferred. Must possess the ability to successfully pass a criminal background check.

**WORKING CONDITIONS**

**SCHEDULE:** Generally, the hours for this non-exempt position are Monday through Friday, 8:00 am – 5:00 pm, but the incumbent must be flexible to meet the department’s needs.

**PHYSICAL REQUIREMENTS**

The expectations listed below are representative of the abilities that may be needed to fulfill 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.

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**SUPERVISORY RESPONSIBILITIES**

**SUPERVISION RECEIVED:** General supervision is received by Dean, The Bill Munday

School of Business

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

**EXPECTATIONS**

The incumbent is expected to have or possess:

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* Ability to follow instructions and meet established deadlines.
* Ability to coordinate events and assignments, while managing multiple priorities within a compressed schedule.
* Ability to participate in a collaborative environment and facilitate relationships with all areas of the university community and our external constituents.
* 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.
* Adapt to change in the work environment, manage competing demands and able to deal with frequent change, delays or unexpected events.
* Ability to comply with workplace guidelines and attendance requirements.
* 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.
* 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. Edward’s University.

*This document describes the general purpose, duties and essential functions associated with this job and is not an exhaustive list of all duties that may be assigned or skills that may be required.*

*I have read and understand my job description and acknowledge that management reserves the right to change or reassign job duties or combine jobs at any time.*

Employee (Print Name): Date:

Employee (Signature): Date:

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|  | HR OFFICE USE ONLY: | |
| **Approved by:** | | *Signature of the person with the authority to approve the job*  *description* |
| **Printed Name of**  **Approver:** | | *Printed name of the person with the authority to approve the job*  *description.* |
| **Date**  **approved:** | | *Date upon which the job description was approved* |
| **Reviewed:** | | *Date when the job description was last reviewed* |