

Position Description

Job Details

Job Title:	Student Success Services Communications Administrator
FLSA:	Exempt
Position Type:	Full-time
Reports To:	Director of Student Success Services
Location:	Denver, CO
Date Modified:	October 27, 2017

Description

The Communications Administrator is an integral part of the Student Success Services (SSS) Team that administers scholarships, college counseling, career readiness and other programming in order to meet the American Indian College Fund's (College Fund) goal to increase the number of Native Americans with degrees and support their career readiness.

The Communications Administrator will lead the development and coordination of and implement the communication strategies for the Student Success Services team and initiatives. Communication channels currently include website, social media, newsletters, text messaging, and e-mail, print media, and conference presentations.

Essential Job Functions

1. Coordinate Communication Needs and Strategies
 - a. Maintain routine communication coordination across all student success services initiatives to effectively and efficiently manage communication efforts
 - b. Develop and maintain communication calendar for Student Success Services
 - c. Develop, maintain, and coordinate a diversified and relevant pool of communication strategies and tools
 - d. Collect student stories and SSS information and share with Public Education and Marketing teams
 - e. Measure and analyze effectiveness of SSS communications strategies against objectives
2. Create and Implement External Communication Strategies
 - a. Work with Public Education team to maintain SSS section of the website, including analyzing traffic and considering SSS objectives to inform website management
 - b. Manage SSS social media posts
 - c. Develop and disseminate SSS electronic newsletters to students, alumni, and Tribal College and University staff and faculty
 - d. Execute text messaging and e-mail communications supporting various specific initiatives and general communications for SSS
 - e. Support and participate in conference presentations
 - f. Manage the creation of SSS marketing materials and advertising to support team objectives
 - g. Place ads as needed pro bono or at negotiated reduced costs

3. Create and Implement Internal Communication Strategies
 - a. Create and implement a routine communication plan that shares relevant information across the College Fund, including but not limited to, student stories, SSS activities, SSS initiative outcomes and successes, and other relevant information
 4. Actively Participate in other Student Success Services and College Fund activities as needed
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Job Requirements

Competencies

- Proficient IT skills particularly with Microsoft Office products
- Experience utilizing a variety of social media communication platforms
- Demonstrated initiative and creativity in program development
- Effective project management skills
- Ability to meet deadlines for a wide variety of job assignments
- Ability to manage numerous tasks and/or projects at one time
- Attention to and tolerance for detail
- Ability to work independently with minimal direction
- Ability to work collaboratively within and across departments as well as with external partners
- Experience in measuring and analyzing effectiveness of communication strategies against objectives
- Willingness and ability to travel to remote locations

Education/Professional Experience Required Qualification:

- Bachelor's Degree
- 3 yrs. communications or marketing experience

Preferred Qualifications:

- Experience working with tribal colleges and/or American Indian students
- Experience leading communication strategies
- Experience working in a college or university student services area
- Experience presenting for small and large groups
- Experience with WordPress or other website content management systems
- Experience working with Luminate On-line

Work Environment and Physical Activities

Professional office setting

Air and car travel to remote locations

Frequent keyboarding

Lifting up to 35 pounds

Note: The intent is not to provide an exhaustive list of all duties, responsibilities, or qualifications associated with this position. Incumbent may perform other duties as assigned.

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