



Position Number: D93390

Job Title: Communications Coordinator

Department: Office of Admissions, Registration & Records

FTE: 1.0 benefits eligible

Job Type: Academic Professional

Posted Date: 10/26/2011

Position Summary

The Communications Coordinator supports the enrollment management strategies of the University by coordinating and executing electronic, web and print communication plans for the Office of Admission, Registration and Records. Each plan involves design and scheduling of postal mail, electronic, voice, chat, web, and text messaging to targeted student populations, in addition to guidance counselors, parents and other internal and external constituents. It also engages in ongoing assessment of communication response yield for the various campaigns in support of University goals. This position will also manage departmental multi-media projects in support of recruitment and admissions activities and ensure that appropriate communications are targeted to the appropriate audiences in desired intervals. It is based on a renewable, full-time, fixed term, twelve-month academic professional appointment.

Duties and Responsibilities

1. Coordinate the implementation of communication campaigns for all areas of the Office of Admission, Registration & Records including domestic, international, high achieving and diversity communication plans.
2. Collaborate with New Student Programs and other departmental staff to create and deliver timely, compelling and appropriate hard copy and electronic messaging.
3. Participates in the development of domestic and international recruitment strategies and implements the supporting communication plans.
4. Supports the response system for email service accounts in ARR.
5. Conducts ongoing assessment and prepares reports of marketing/communication plan effectiveness.
6. Manages 0.5 classified staff and student employees who work in the information Center operations (mail center for ARR).
7. Supports the creative development of multimedia presentations and communications.
8. Represents Portland State University at student recruitment events when needed.
9. Assists with the planning and implementation of on-campus events.
10. Participates in new student programs such as Preview Day, PSU Fridays, and University Commencement programs.
11. Other duties as assigned.

Skills and Requirements

1. Minimum qualifications include Bachelor's degree and at least three years of relevant work experience in mass communications, journalism, marketing, advertising or university admission.
2. Excellent written and oral communication skills, strong interpersonal, presentation and organizational skills; appreciation for and ability to work effectively with a diverse population; creative problem-solving ability; energetic approach and customer-service orientation. Position may require occasional night and weekend hours and/or travel.
3. Ability to apply flexible strategies and tactics according to market needs.
4. Ability to manage multiple priorities with challenging deadlines.
5. Ability to succeed in multi-task employment which requires management of substantial detail.
6. Demonstrated strength in customer service arena.
7. Ability to learn various computer software applications such as Banner SIS, email communication application, Customer Relations Management software, the suite of Microsoft applications such as Excel, Access, and PowerPoint.
8. Successful completion of a background check.

Preferred Qualifications

- Master's degree
- Experience with multi-media software programs and solutions.

Compensation

The starting annual salary rate for this position will be between \$36,000 and \$42,000 dependent upon qualifications and experience with an excellent benefits package including fully paid healthcare; a generous retirement and vacation package; and reduced tuition rates for employee, spouse or dependant at any of the Oregon University System schools.

To Apply

Complete applications will be reviewed beginning November 28, 2011 and the position will remain open until finalists are identified. Please submit electronically (1) a letter of interest including your e-mail address; (2) resume; (3) one-page statement describing effective strategies for prospective student communication; and (4) name, address and telephone number of at least **three** references to:

Clair Callaway

Office of Admissions, Registration, and Records

Portland State University

E-mail: clair.callaway@pdx.edu

Portland State University is an Affirmative Action, Equal Opportunity institution and welcomes applications from diverse candidates and candidates who support diversity.