University Information

<table>
<thead>
<tr>
<th>Org/College:</th>
<th>Office of the Provost</th>
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<tbody>
<tr>
<td>Department:</td>
<td>Admissions</td>
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<tr>
<td>UI Job Code:</td>
<td>PMP1</td>
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<tr>
<td>Pay Level:</td>
<td>3A</td>
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<tr>
<td>Job Function:</td>
<td>Marketing, Communication, &amp;</td>
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<td>Outreach</td>
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<td>Job Family:</td>
<td>Communication/Constituent</td>
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<td>Relations</td>
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<td>University</td>
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<tr>
<td>Classification:</td>
<td>Communications Coordinator</td>
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Department Information

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<tr>
<th>Org/Dept/Sub-dept #:</th>
<th>02-4620-00000</th>
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<tbody>
<tr>
<td>Position #:</td>
<td>TBD</td>
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<tr>
<td>Working Title (if applicable):</td>
<td>Communications Coordinator, Areas of Study Manager</td>
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<tr>
<td>This Position Reports to (Title/Position #):</td>
<td>Director, Communications &amp; Marketing / 00177563</td>
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<tr>
<td>Position Has Administrative Supervision?</td>
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Position Overview: The position will carry out various communication and marketing tasks to support the student-recruitment goals at the University of Iowa. The successful candidate will join the team responsible for the web, print, email, and social media marketing to prospective students and other target audiences.

Working with the Director and other Admissions staff, this position will coordinate with academic departments to write, manage, and maintain areas of study (majors, minors, certificates) content for web, email, and print. In addition, this position will help create and execute email campaigns and event invites within our customer relations management (CRM) system, develop, and maintain content on the Admissions website, and assist in the creative process for print, and other marketing outreach. This position may also be involved in working with other departments to provide logistical support for various recruitment projects.

The Communications Coordinator also plays a role in student recruitment and will be expected to develop knowledge of admissions practices and policies while building relationships with prospective students and families and representing the University of Iowa in a positive way.

Success in this position will require excellent writing skills, data-informed decision making, strong time-management skills, close attention to detail, a knowledge of or ability to learn new technologies, and an understanding of our core audience.

Position Information

Key Areas of Responsibility

**Message Development and Implementation** - Create basic editorial, social media, multimedia, or other content. Accurately research, organize and interpret information. Help review others' work for quality and accuracy. Provide data for assessment of effectiveness of individual communication efforts.

- Develop, manage, and write areas of study content for delivery across various platforms and formats.
- In coordination with Director, plan and implement communication and marketing tactics that support the student-recruitment goals of the Office of Admissions and the University.
- Manage communication and marketing campaigns targeting prospective first-year students, transfer students, and international students.
- Develop and manage content for the Admissions website.
- Review and edit print materials.
- Provide logistical support for various recruitment projects involving other departments.

• Build and develop relationships with prospective students/families.
• Assist with staff campus visit programs, as needed.
• Work closely with academic departments to develop areas of study content.

Information Management - Create survey tools and collect, enter, and analyze data. Assist with maintaining communications databases.
• Develop methods for measuring impact and tracking analytics of communication, marketing and social campaigns, and report outcomes accordingly.
• Review data as it relates to prospective students, test score senders, admitted students, enrolled students, and yield data by demographic, and recommend appropriate action/communication.
• Establish schedules and benchmarks for projects and track projects through completion.

Leadership/Supervision - May provide direction, assignments, and feedback to student workers and/or staff.
• Seek opportunities to enhance professional skills and knowledge.
• Serve on University committees, as assigned.
• Other duties as assigned.

Universal Competencies

Diversity, Equity and Inclusion | Proficiency Level: BASIC
Ability to work with a variety of individuals and groups in a constructive and respectful manner while appreciating the unique contribution of an inclusive workforce that brings together the talents of people across multiple identities, including: race, creed, color, religion, national origins, age, sex, pregnancy, disability, veteran or military status, sexual orientation, gender identity, or associational preferences.
• Articulates the University's commitment to diversity, equity and inclusion as it relates to their role at the university.
• Demonstrates civil and respectful behaviors in support of the UI Human Rights policy that prohibits any differences in treatment that deprives the person of consideration as an individual.
• Demonstrates a willingness to examine one’s own biases, assumptions, and attitudes.
• Knows where to find diversity-related organizational policies, procedures, and resources.

Collaboration/Positive Impact | Proficiency Level: BASIC
Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs.
• Grasps the inevitability and challenges of change and adapts accordingly; utilizes learning opportunities to prepare for changing work, methods and work environment.
• Demonstrates civil and respectful behaviors valued within the organization.
• Provides and accepts ideas and suggestions in a constructive and helpful manner.
• Exhibits good teamwork: is approachable, cooperative, and contributes to an overall positive and productive work/team environment.

Service Excellence/Customer Focus | Proficiency Level: BASIC
Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner. Ability to effectively transmit and interpret information through appropriate communication with internal and external customers.
• Consistently provides excellent service.
• Manages customer expectations and takes responsibility to enhance service excellence.
• Communicates understandably; uses appropriate words, grammar and mannerisms in all mediums.
• Seeks feedback on communication style and effectiveness.

As part of performing the key areas of responsibility and competencies described above, staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the University Operations Manual.
### Communicating Complex Concepts

**Proficiency Level:** WORKING

*Knowledge of, and the ability to use summarization and simplification techniques to explain complex technical concepts in simple, clear language appropriate to the audience.*

- Explains products and services with little or no use of technical jargon or advanced vocabulary.
- Separates fundamental concepts from supporting details in explaining a product or service.
- Emphasizes the most important facts or features of a product or service.
- Uses comparisons to familiar ideas when introducing a technical or novel feature.
- Perceives lack of audience comprehension; further simplifies explanation when needed.

### Creativity

**Proficiency Level:** WORKING

*Knowledge of the approaches, tools, and techniques for promoting creative, original thinking and ability to apply it to a variety of business situations.*

- Exhibits interest in new ideas and experimentation.
- Shares ideas and is open to other opinions and views.
- Explores possibilities and their viability.
- Analyzes own assignments and work environment for creative changes.
- Contributes to and encourages new ideas; builds on suggestions of others.

### Organizational Communications

**Proficiency Level:** WORKING

*Knowledge of and ability to utilize the means, tools, techniques and media to communicate information about the organization internally and externally.*

- Explains the rationale for major organizational communication initiatives.
- Participates in developing and coordinating a communications event or campaign.
- Implements the major communications activities within the organization and helps support these functions.
- Works with public media such as print, radio or television.
- Researches common communications events and the associated media for such events.

### Planning: Tactical, Strategic

**Proficiency Level:** WORKING

*Ability to contribute to operational (short term), tactical (1-2 years) and strategic (3-5 years) planning in support of the overall business plan.*

- Contributes to short-term operational plans.
- Monitors progress of work against plan as required to meet objectives.
- Reports variances and makes agreed-upon corrections.
- Under guidance, develops tactical plan for own direct responsibility.
- Anticipates and adapts to plan changes.

### Relationship Management

**Proficiency Level:** WORKING

*Ability to establish and build healthy working relationships and partnerships with colleagues within and external to own unit, those to whom services are provided, vendors, the public, regulatory/governmental agencies, etc., all of whom may be seen as "customers" or receivers of services provided by the University.*

- Describes the roles and responsibilities in a collaborative working relationship.
- Monitors satisfaction levels on a regular basis.
- Alerts own team to problems in satisfaction.
- Ensures prompt and effective response to requests and interactions from "customers".
- Works with "customers" to address critical issues and resolve major problems.

### Team Management and Team Building

**Proficiency Level:** BASIC

*Ability to form and manage effective teams.*

- Understands importance of cohesive team effort and concept of synergy.
- Differentiates characteristics of effective and dysfunctional teams.
- Identifies key factors and requisite activities for building an effective team.
- Can explain traditional versus virtual teams.

### Web Publishing Tools

**Proficiency Level:** WORKING

*Knowledge of tools and techniques for developing web-based dissemination of information.*
• Works with developing and presenting information for the Web.
• Uses basic features and facilities of a specific standard web editor.
• Explains document structures, layouts and hyperlinking of websites.
• Works with animation and other web page design enhancement features.
• Develops necessary links, uploads, and access to enable full functionality of web pages.

**Written Communications**

**Proficiency Level: WORKING**

*Knowledge of written communications issues and ability to produce a variety of business documents that demonstrate command of language, clarity of thought, and orderliness of presentation.*

• Produces written materials relevant to own work and department.
• Edits out technical jargon when inappropriate.
• Uses organization's guidelines for writing reports, correspondence, documentation, etc.
• Participates in the development of system or process documentation/reports.
• Welcomes and uses feedback/editing assistance.

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**Position Qualifications** *(for recruiting only)*

**Education or Equivalency Required**

• Bachelor’s degree in marketing, communications, journalism or a related field, or an equivalent combination of training and experience providing a comparable level of expertise.

**Experience Required**

• At least 6 months working in communications, marketing, or related field, or multiple related internships for a recent college graduate.

**Competencies**

Demonstrates a **working proficiency** in/with:

• effective written and oral communications.
• writing and editing strategic, clear, creative and clean SEO-driven copy.
• web publishing tools and web-based facilities including developing content for websites and working within web content management systems (CMS).
• organizational communications including writing copy for direct mail or email marketing campaigns.
• bulk email software/services; ability to navigate and troubleshoot.
• relationship and team management including experience working within one or more creative team(s).

**Desirable Qualifications**

• Experience in higher education student recruitment.
• Experience with media creation, video, audio, graphics, photography, design.
• Experience with digital advertising, tracking and analytics.
• Experience with Customer relationship management (CRM) systems, building and segmenting populations
• Experience creating targeted campaigns using bulk email systems.
• Basic familiarity with relational database concepts
• Basic familiarity with HTML.

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