**POSITION OVERVIEW**

**Department:** Office of the Provost, Office of Student Financial Aid

**University Classification:** Communications Specialist

**UI Job Code:** PMP3

**Job Function:** Marketing, Comm, and Outreach (PM)

**Job Family:** Communication/Constituent Relations

**Working Title (if applicable):** Communications Manager

**Position #:** 00214791 **Percent of Time:** 100% **Type:** Ongoing, Regular P&S

**Org/Dept/Sub-Dept #:** 02-4666-00000 **Administrative Supervisor:** ☒ Yes  ☐ No

**This Position Reports to (Name and Position #):** Assistant Director, Service Operations & Outreach (#00000308); Lacey Patterson

**Position Summary:** This position is responsible for overseeing the coordination of all Office of Student Financial Aid communications and managing the content of the website and social media. This person plays a critical role in the marketing and outreach for the office and manages the calendar for all communication and marketing activities. This position is responsible for coordination with the Enrollment Management Communication team, the MAUI IT Financial Aid team, the office leadership team and the advising and outreach team in order to ensure that communication, website and MyUI content is up to date, clear, concise, and on-brand.

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, an ability to collaborate well with other teams in the office and across campus, and a willingness to develop an understanding of financial aid rules and regulations. The successful candidate will be a self-starter, able to manage their work priorities independently.

**Compensation:** $47,000 - commensurate (based on education and experience)

**WHAT YOU DO**

**Message Development and Implementation (PMP3)**

Propose and implement communication strategies and develop content that best conveys key messages. Insure integration of content across different media. Perform editing, accuracy review and fact checking. Establish baselines and goals for determining the effectiveness of communication plans or channels.

- MAUI Student Information Systems Duties & Tasks:
  - Develop, manage, and write areas of study content for delivery across various platforms and formats.
  - Develop and manage content for the OSFA website.
  - Develop and manage content for the sections on MyUI related to Student Financial Aid.
  - Schedule and initiate review of existing communications and publications identifying regulatory and policy issues that may impact content.
  - Draft written correspondence, email and text messages, multimedia presentations, and ad-hoc communications for use in the strategic Enrollment Management communication plan.
  - Aid in the promotion of Financial Literacy activities as developed by OSFA.
Public Relations (PMP3)
Know stakeholders and target audiences. Create media relations plan and facilitate relationships with media relations personnel.

- Propose and maintain a planning calendar of all regular communications and population selections produced by OSFA, both initiated through batch and ad hoc processes.
- Serve as a liaison with other University offices that include financial aid information in their publications ensuring that timely and accurate financial aid information is available.
- Administer the Title IV Consumer Information requirements in collaboration with the Senior Associate Director by ensuring that the OSFA is fully compliant and provides oversight to ensure that other areas of the University that have responsibility for Title IV Consumer Information compliance are carrying out their responsibilities.

Information Management (PMP3)
Oversee and decide what information to collect and how to maintain/utilize. Determine what components of database are used for specific communications or audiences.

- Serve as a partner in the development and review of all electronic and print publications, OSFA website, and communications for the Office of Student Financial Aid & Financial Literacy Services.
- Coordinate staff contributions, assist in the development of content and forms, review and edit text, and assist in the management of production and distribution.
- Work with other departments on integration touch points, coordination of common processes, and shared functionality.
- Collaborate with MAUI IT staff on communication dispatches and MyUI content.
- Collaborate with the University web managers users group to ensure that the OSFA website is benefitting from the most up to date technology and meets ADA accessibility guidelines.
- Research and analyze new functionality and tools, as well as work with the IT analysts and developers to continually improve the communication processes and venues that support OSFA.
- Keep abreast of emerging media trends while using available resources to innovate and keep the OSFA on the cutting edge of communication.

Strategic Planning (PMP3)
Assist in the development and implementation of communication strategies, plans and solutions for a project, program, department, or college/unit.

- In conjunction with the Enrollment Management Communications team, initiate and maintain a comprehensive communications strategy plan for the OSFA.
- Work collaboratively with the Enrollment Management Communications Unit and University Strategic Communications to ensure that all materials meet brand and visual identity guidelines for the University of Iowa.
- Work collaboratively with OSFA staff and others to implement communication improvements.

Leadership/Supervision (PMP3)
Provide direction, assignments, and management of staff or student workers.

- Take a leadership role in understanding and interpreting University policy and appropriate Federal and State regulations and interpret those changes required to financial aid systems.
- Provide back-up financial aid advising, as needed.
- Foster positive and effective relationships with OSFA members and other colleagues on and off campus by valuing and practicing exemplary, respectful, and inclusive behaviors.
- Represent the OSFA and University at professional conferences, workshops, and symposiums as appropriate, as well as participates in ongoing training and professional development.
- Serve as a member of various campus teams.
Collaboration/Positive Impact – (Working Proficiency)
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.

What this looks like:
- Shares appropriate information/feedback openly, professionally and respectfully.
- Models open, respectful, accepting, and supportive behaviors with team members.
- Maintains productive work relationships while considering multiple perspectives and using effective conflict resolution practices.
- Aligns expectations for self and team to achieve work objectives and overcome obstacles.

Diversity, Equity, and Inclusion – (Working Proficiency)
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.

What this looks like:
- Maintains productive work relationships while considering multiple perspectives.
- Demonstrates awareness of one’s own and others’ social identities (e.g. race, gender, disability status, religion, etc.) and their relevance in the workplace.
- Resolves cross-cultural conflicts effectively.
- Articulates the unit’s commitment to diversity, equity and inclusion and the reasons for its importance.
- Engages in personal and professional development on issues related to diversity, equity and inclusion.

Service Excellence/Customer Focus – (Working Proficiency)
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.

What this looks like:
- Enhances service by seeking ways to add value to customer interactions/services.
- Demonstrates sincere concern and takes responsibility when a customer complains, even if the cause of the problem lies elsewhere.
- Listens to feedback without defensiveness and uses it to enhance communication effectiveness.
- Communicates in alternative ways to accommodate different listeners.

Communicating Complex Concepts – (Extensive Proficiency)
Knowledge of, and the ability to use summarization and simplification techniques to explain complex technical concepts in simple, clear language appropriate to the audience.

What this looks like:
- Introduces technical terminology to listeners in the context of the product or service.
- Proceeds to next level of information when audience is ready.
- Explains important details as they relate to the basic value of the product or service.
- Uses effective analogies to help an audience understand a novel feature of a product or service.
- Approaches communication challenges from various angles to find the one that works.
- Uses subtle cues to determine the language and experience level of an individual or group.

Creativity – (Working Proficiency)
Knowledge of the approaches, tools, and techniques for promoting creative, original thinking and ability to apply it to a variety of business situations.

What this looks like:
- 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 – (Extensive Proficiency)
Knowledge of employee training and development methodologies; ability to ensure that a target population has the knowledge and skills required to meet both tactical and strategic objectives.

What this looks like:
- Works with various types of organizational communications functions.
- Designs and develops communications events and campaigns.
- Interfaces with a variety of public and trade media.
- Organizes executive briefings and arranges for proper media coverage.
- Discusses the major benefits and drawbacks of different types of communications.
- Aligns appropriate media and communication tools to the intended audience.

Planning: Tactical, Strategic – (Working Proficiency)
Ability to contribute to operational (short term), tactical (1-2 years) and strategic (3-5 years) planning in support of the overall business plan.

What this looks like:
- 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.

Public Relations – (Extensive Proficiency)
Knowledge of organizational practices and considerations for communicating in the public arena, from the community to global public relations (PR); the ability to communicate to various forms of media outlets effectively and establish favorable public relations.

What this looks like:
- Supervises others for a variety of public relations communications and events.
- Advises on how to differentiate between public versus confidential information.
- Evaluates team for PR ethics (deadlines, cooperation, responsiveness, truth and perception) and ensures they follow guidelines.
- Seeks out and facilitates organizational opportunities aimed at improving community relations.
- Monitors regional or national level public relations activities.
- Analyzes the pros and cons of alternative forums for developing an organizational image.

Relationship Management – (Extensive Proficiency)
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.

What this looks like:
- Maintains productive, long-term relationships with "customers."
- Conducts periodic reviews of work effort, progress, issues, and successes.
- Creates opportunities to educate teams on "customer" priorities.
- Participates in defining the terms of the services provided in a collaborative relationship.
- Communicates to "customers" regarding expectations of all parties.
- Empowers others to establish collaborative, healthy relationships.

Web Publishing Tools – (Working Proficiency)
Knowledge of tools and techniques for developing web-based dissemination of information.

What this looks like:
- 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 – (Extensive Proficiency)**

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.

*What this looks like:*

- Produces written materials in business- and industry-specific technical language.
- Ensures that written message is understood as intended.
- Adapts writing -- language, form, style, tone -- to different audiences.
- Uses various techniques for information dissemination and information gathering.
- Advises others on incorporating tables, charts, and diagrams into documents.
- Reviews the written materials of others and provides feedback and coaching.

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](#).

**POSITION QUALIFICATIONS**

**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.
- At least 6 months working in communications, financial aid, marketing, or related field, or multiple related internships for a recent college graduate.
- Proficiency in writing and editing communication materials
- Proficiency in the management of an office website, more in relation to the text of the website than the design.
- Proficiency in project management and the management of individual workload

**Desired**

- Experience with MAUI Student Information System
- Experience with MAUI Dispatch
- Experience creating targeted campaigns using bulk email systems.
- At least one year of experience in a higher education setting
- At least one year of experience in a financial aid office setting
- Basic familiarity with HTML