



University Information			
<b>Org/College:</b> Office of the Provost			
<b>Department:</b> Registrar			
<b>UI Job Code:</b>	PMP4	<b>Pay Level:</b>	<a href="#">4A</a>
<b>Job Function:</b>	Marketing, Comm & Outreach	<b>Job Family:</b>	<a href="#">Communication/Constituent Relations</a>
<b>University Classification:</b> Constituent Relations Specialist			

Department Information	
<b>Org/Dept/Sub-dept #:</b>	02-4615-20000
<b>Position #:</b>	00268482
<b>Working Title</b> (if applicable): Commencement & Communications Specialist	
<b>This Position Reports to</b> (Title/Position #): <b>Communications Manager</b>	
<b>Position Has Administrative Supervision?</b>	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes

Position Information	
<p><b>Position Overview:</b> The commencement &amp; communications specialist with the Office of the Registrar provides overall support for the planning and execution of commencement ceremonies at the University of Iowa.</p> <p>Working with the commencement team, this position manages the process of working with a third-party vendor to generate name cards and digital recognition for students during commencement ceremonies. They collaborate with the academic and alumni data management team to request data to fulfill various needs for commencement. In addition, this position works to build and maintain relationships with the collegiate commencement coordinators through consistent and timely communication. Additional support may be provided for email campaigns, website maintenance, the RSVP process, volunteer coordination, and other duties performed by members of the commencement team. While most of the work for this position occurs behind the scenes, participation on the days of Carver-Hawkeye Arena ceremonies is required.</p> <p>This position also provides administrative and systematic support to other areas and will collaborate on the university’s academic calendar and assist with the creation of a centralized hub for internal office documentation. Additionally, this position serves as a member of the General Catalog team, communicating regularly with campus partners to update and maintain the workflow of more than 700 catalog pages throughout the catalog editing cycle.</p> <p>Success in this position requires experience working in team-based environments, excellent communication skills, strong time-management skills, accuracy and attention to detail, knowledge of or ability to learn new technologies, and the ability to maintain confidentiality of sensitive or restricted information.</p>	
<b>Salary:</b> \$45,540–\$54,000	<b>Campus Location:</b> UCC
<b>Work Modality:</b> Hybrid	<b>Percent Time:</b> 100%

**What You Do:** (Key Areas of Responsibility)

<p><b>Message Development and Implementation (PMP4):</b> <i>Propose and implement communication and marketing strategies to achieve program success.</i></p>	<ul style="list-style-type: none"> <li>• Compose and send commencement coordinator newsletter with meeting notes, important updates, deadlines, and other relevant information.</li> <li>• Collaborate with the commencement team to update email communications to students and individuals who have subscribed to the commencement email distribution list.</li> <li>• Serve as a resource for answering questions that come into the shared commencement team email inbox.</li> <li>• Collaborate with the academic calendar team to create and distribute communications relating to calendar replication and review of dates.</li> <li>• Collaborate with the catalog team to create and distribute communications regarding the updating of catalog page workflows.</li> </ul>
<p><b>Public Relations (PMP4):</b> <i>Develop and maintain relationships with appropriate constituency groups. Encourage engagement. Represent the University of behalf of the program, unit, department, or college. Plan and carry out constituency and outreach events. Track and report outreach activities. May lead efforts to update alumni data in the UIAA database.</i></p>	<ul style="list-style-type: none"> <li>• Develop and maintain relationships with collegiate commencement coordinators.</li> <li>• Work closely with third-party vendors to establish deadlines to ensure that commencement team needs are met in a timely manner for our ceremonies.</li> <li>• Manage the commencement guest experience by assisting with communications, website content, signage, maps, and other needs on the day of ceremonies.</li> <li>• May collaborate with the Iowa Hawk Shop and University Bookstore, the Office of Strategic Communication, University of Iowa Printing and Mailing Services, commencement ceremony venues, and other campus partners for commencement needs.</li> <li>• Collaborate with the office and campus partners when academic calendar replication occurs to ensure dates are reviewed and updated in a timely manner.</li> <li>• Manage regular communications with campus partners to update and maintain catalog page workflows, including tracking progress through workflow and follow-up messages to keep pages moving.</li> </ul>
<p><b>Information Management (PMP4):</b> <i>Oversee and decide what information to collect and how to maintain/utilize. Determine what component of stakeholder list is used for specific functions or contacts.</i></p>	<ul style="list-style-type: none"> <li>• Manage the MarchingOrder process for commencement name cards including the compilation of student information from all colleges, formatting of information for submission to MarchingOrder, name card organization upon card receipt, and distribution of cards to the colleges upon delivery to the university.</li> <li>• Create and maintain documentation for the commencement team, including maintaining inventory of commencement materials.</li> <li>• Monitor and update the commencement timeline which includes tasks for each of the key pieces of the commencement planning process.</li> <li>• Record meeting minutes while maintaining confidentiality of sensitive information that may be discussed.</li> <li>• Maintain the catalog workflow spreadsheet in Microsoft Excel utilizing reports available from the CourseLeaf content management system.</li> <li>• Maintain catalog documentation as it pertains to workflow.</li> <li>• Support the creation and maintenance of a centralized hub for the office's internal documentation, ensuring best practices are met, including accessibility standards.</li> </ul>
<p><b>Strategic Planning (PMP4):</b> <i>Assist in the development and implementation of outreach and partnership strategies, plans and solutions for a project, program, department, or college/unit.</i></p>	<ul style="list-style-type: none"> <li>• Assist in the planning and execution of eight fall commencement ceremonies and sixteen spring ceremonies (the number of ceremonies is subject to change).</li> <li>• Collaborate with the Office of Strategic Communication and the Office of the Provost to find ways to bring consistency to ceremonies across sessions and venues, while being mindful of varying budgets across colleges.</li> <li>• Schedule commencement team meetings, commencement meetings with the collegiate coordinators, and all-staff meetings for the registrar's office.</li> <li>• Research, analyze, and evaluate the commencement practices of other institutions to help generate ideas to improve the student experience</li> </ul>

	<p>leading up to commencement, as well as the student and guest experience at the ceremonies.</p> <ul style="list-style-type: none"> <li>Support the planning process in developing a centralized hub for the office's internal documentation.</li> </ul>
<p><b>Systems Support and Development; Data Collection, Analysis, and Reporting (PCR2):</b>  <i>Gather and document business rules, policies, and procedures pertaining to student academic records and/or University academic units. Prepare reports using data warehouse. Analyze data and create reports, profiles, and surveys for internal and external use. Organize the distribution of information, metrics, and data to campus partners regarding enrollment and retention.</i></p>	<ul style="list-style-type: none"> <li>Review and analyze data from email campaigns to help inform the communications plan for the next session.</li> <li>Research and make recommendations regarding event logistics and best practices.</li> <li>May assist with the RSVP process and implementation of extensions or other initiatives to improve the process for the students and commencement team.</li> <li>Perform administrative support responsibilities for the office, including documentation of policies and procedures.</li> <li>Utilize reports in the CourseLeaf content management system to track workflow progress for catalog pages.</li> <li>Support the updating of photos in the catalog including organizing, resizing, uploading, and creating alternate text (as needed).</li> </ul>
<p><b>Records Management (PCR2):</b>  <i>Maintain, interpret and assist students, faculty, staff and public with student records problems or questions.</i></p>	<ul style="list-style-type: none"> <li>Collaborate with the academic and alumni data management team to develop reports needed for commencement card services, photography services, and other commencement data needs.</li> <li>Utilize MAUI to run commencement reports and submit those reports as needed.</li> <li>Assist with answering questions related to the commencement programs and missing names, missing honors or distinction designations, or other information that may need to be updated.</li> <li>Collaborate on the compilation, maintenance, and production of the university's academic calendar.</li> <li>Support the maintenance of documentation and the documentation hub.</li> </ul>

**Universal Competencies**

<p><b>Collaboration/Positive Impact:</b>  <i>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.</i></p>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> <li>Shares appropriate information/feedback openly, professionally and respectfully.</li> <li>Models open, respectful, accepting, and supportive behaviors with team members.</li> <li>Maintains productive work relationships while considering multiple perspectives and using effective conflict resolution practices.</li> <li>Aligns expectations for self and team to achieve work objectives and overcome obstacles.</li> </ul>
<p><b>Service Excellence/Customer Focus:</b>  <i>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.</i></p>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> <li>Enhances service by seeking ways to add value to customer interactions/services.</li> <li>Demonstrates sincere concern and takes responsibility when a customer complains, even if the cause of the problem lies elsewhere.</li> <li>Listens to feedback without defensiveness and uses it to enhance communication effectiveness.</li> <li>Communicates in alternative ways to accommodate different listeners.</li> </ul>

<p><b>Welcoming and Respectful Environment:</b>  <i>Ability to foster a welcoming and respectful workplace environment while recognizing personal differences. Ability to work with a variety of individuals and groups in a constructive and respectful manner while appreciating the importance of a workforce that benefits from the talents of all people across multiple characteristics, including: race, creed, color, religion, national origin, age, sex, pregnancy (including childbirth and related conditions), disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, or associational preferences.</i></p>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> <li>• Maintains productive work relationships while considering multiple perspectives.</li> <li>• Resolves cross-cultural conflicts effectively.</li> <li>• Understands and describes the unit's commitment to creating a workplace environment where people of all backgrounds and perspectives feel welcomed and appreciated, and the reasons for its importance.</li> <li>• Contributes to a welcoming and respectful workplace environment as described above.</li> </ul>
<p>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 <a href="#">University Operations Manual</a></p>	
<p><b>How You Do Your Job:</b> (learn about competencies and proficiency levels <a href="#">here</a>)</p>	
<p><b>Organizational Communications:</b>  <i>Knowledge of and ability to utilize the means, tools, techniques and media to communicate information about the organization internally and externally.</i></p>	<p>Proficiency Level: EXTENSIVE</p> <ul style="list-style-type: none"> <li>• Works with various types of organizational communications functions.</li> <li>• Designs and develops communications events and campaigns.</li> <li>• Interfaces with a variety of public and trade media.</li> <li>• Organizes executive briefings and arranges for proper media coverage.</li> <li>• Discusses the major benefits and drawbacks of different types of communications.</li> <li>• Aligns appropriate media and communication tools to the intended audience.</li> </ul>
<p><b>Planning: Tactical, Strategic:</b>  <i>Ability to contribute to operational (short term), tactical (1-2 years) and strategic (3-5 years) planning in support of the overall business plan.</i></p>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> <li>• Contributes to short-term operational plans.</li> <li>• Monitors progress of work against plan as required to meet objectives.</li> <li>• Reports variances and makes agreed-upon corrections.</li> <li>• Under guidance, develops tactical plan for own direct responsibility.</li> <li>• Anticipates and adapts to plan changes.</li> </ul>
<p><b>Public Relations:</b>  <i>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.</i></p>	<p>Proficiency Level: EXTENSIVE</p> <ul style="list-style-type: none"> <li>• Supervises others for a variety of public relations communications and events.</li> <li>• Advises on how to differentiate between public versus confidential information.</li> <li>• Evaluates team for PR ethics (deadlines, cooperation, responsiveness, truth and perception) and ensures they follow guidelines.</li> <li>• Seeks out and facilitates organizational opportunities aimed at improving community relations.</li> <li>• Monitors regional or national level public relations activities.</li> <li>• Analyzes the pros and cons of alternative forums for developing an organizational image.</li> </ul>

<p><b>Relationship Management:</b>  <i>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.</i></p>	<p>Proficiency Level: EXTENSIVE</p> <ul style="list-style-type: none"> <li>• Maintains productive, long-term relationships with "customers."</li> <li>• Conducts periodic reviews of work effort, progress, issues, and successes.</li> <li>• Creates opportunities to educate teams on "customer" priorities.</li> <li>• Participates in defining the terms of the services provided in a collaborative relationship.</li> <li>• Communicates to "customers" regarding expectations of all parties.</li> <li>• Empowers others to establish collaborative, healthy relationships.</li> </ul>
<p><b>Event Management:</b>  <i>Knowledge of event management processes and activities; ability to plan, organize and execute events and to coordinate resources before, during and after an event.</i></p>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> <li>• Provides clients with event plans detailing themes, agendas, venues, etc.</li> <li>• Coordinates and arranges event resources including labor, equipment, sponsors, etc.</li> <li>• Provides a specific scope of service for a given event, including technical and logistics factors.</li> <li>• Schedules activities before and during events and communicates any changes in timelines.</li> <li>• Meets with sponsors and facility providers to communicate event plans and budgets.</li> </ul>
<p><b>Project Management:</b>  <i>Ability to plan, organize, monitor, and control projects, ensuring efficient utilization of technical and administrative resources, to achieve project objectives.</i></p>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> <li>• Plans, estimates, and executes relatively simple projects.</li> <li>• Assists in detailed project plans including cost, schedule, and resource requirements.</li> <li>• Asks key questions of stakeholders during the planning stage.</li> <li>• Provides input to track project progress and status.</li> <li>• Surfaces opportunities to improve resource utilization.</li> </ul>
<p><b>Web Publishing Tools:</b>  <i>Knowledge of tools and techniques for developing web-based dissemination of information.</i></p>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> <li>• Uses basic web facilities and tools.</li> <li>• Works with at least one organization-specific web-based application.</li> <li>• Employs various browsers and search engines to find information on the web.</li> <li>• Avoids links and sites that might infect or damage own computer.</li> <li>• Closes web facilities and tools upon completion of task</li> </ul>
<p><b>Confidentiality:</b>  <i>Knowledge of practices and policies governing disclosure of information about the organization, its business activities, and employees; ability to apply this knowledge appropriately to diverse situations.</i></p>	<p>Proficiency Level: WORKING</p> <ul style="list-style-type: none"> <li>• Under guidance, deals with situations or information requiring confidentiality.</li> <li>• Identifies information within own function that cannot be disclosed.</li> <li>• Identifies locally relevant tools or instruments for managing confidential information.</li> <li>• Utilizes authorized disclosure levels and authorized personnel in own area.</li> <li>• Makes sure to know organization-wide policy, procedures, and internal experts on confidentiality.</li> </ul>

**Position Qualifications:** *(for recruiting purposes only, fill when replacing position)*

<b>Education (or equivalency) Required</b>	<ul style="list-style-type: none"> <li>• A bachelor’s degree in communications, marketing, or a related field or an equivalent combination of education, experience, and expertise.</li> </ul>
<b>Experience Required</b>	<ul style="list-style-type: none"> <li>• Experience (typically 1–3 years) working in communications, marketing, or in a role requiring regular collaboration, dissemination of information and deadlines, and project management.</li> </ul>
<b>Competencies Required</b>	<ul style="list-style-type: none"> <li>• Ability to manage and prioritize multiple tasks and projects simultaneously, demonstrating strong organizational skills and attention to detail. Proven track record of effectively balancing competing priorities in a dynamic environment, ensuring timely and high-quality outcomes.</li> <li>• Excellent written and verbal communication skills and the ability to effectively communicate with internal and external stakeholders to provide updates, gather information, and ensure deadlines are met.</li> <li>• Demonstrated ability to manage and complete projects with minimal supervision, while collaborating with various teams.</li> <li>• Proficient in using the Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Teams) and Zoom for various tasks, including document creation, presentations, and virtual meetings.</li> </ul>
<b>Special Qualifications Required</b>	<ul style="list-style-type: none"> <li>• Participation on the day of the Carver-Hawkeye Arena commencement ceremonies is required. Ceremonies occur in the evenings and on weekends. In the 2024–25 academic year, there is one ceremony in the fall and seven ceremonies in the spring (subject to change in the future).</li> <li>• Travel is not required, but there are opportunities available to attend professional development events that may require travel.</li> </ul>
<b>Desirable Qualifications</b>	<ul style="list-style-type: none"> <li>• Event management and planning experience including logistics, vendor coordination, and on-site execution to ensure seamless and successful events.</li> <li>• Experience managing email communications using an email marketing platform. Experience with the University of Iowa’s Dispatch platform is preferred.</li> <li>• Experience working with the University of Iowa’s MAUI student information system.</li> </ul>