



**DATE ISSUED:** 08/18  
**FLSA:** Exempt  
**PTO:** VCS

## **JOB DESCRIPTION**

### **TITLE**

Assistant Director, Communications

### **JOB SUMMARY**

This position will serve as the senior liaison for Customer Relations tracking. Responsibilities to include, input acceptance and denial decisions for Graduate applications into Colleague, create and mail letters based on Colleague's CRM, create and maintain all document templates, develop and setup new document tracks, research and resolve CRM issues, ensure all document tracks are run accurately and on time. Work is performed under general supervision and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

### **ORGANIZATIONAL RELATIONSHIPS**

*Reports to:* Director of Office of Admissions Processing

*Supervises:* Application Processor I and Student Assistants

### **ESSENTIAL DUTIES - May include, but not limited to the following:**

- Acts as the Admissions Processing liaison for CRM tracks that involve other departments.
- Adds and removes necessary admission holds.
- Advises students on using online application system.
- Analyzes data and processes to recommend efficient use of CRM.
- Creates and mails letters based on Colleague's CRM.
- Creates and maintains all document templates.
- Creates and updates new email and/or mail merge documents.
- Develops and sets up new document tracks.
- Ensures all document tracks are run accurately and on time.
- Ensures each document is folded, sealed, and inserted with the proper attachments per the specification of each document track.
- Informs management of support issues, backlogs or errors.

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- Inputs acceptance and denial decisions for Graduate applications into Colleague.
- Inputs, maintains, and assists in processing electronic data.
- Monitors and responds to emails as necessary.
- Organizes, maintains and researches unidentified documents.
- Produces CRM reports.
- Provides customer service to applicants, students, faculty, and staff.
- Provides quality control.
- Provides user test plans and feedback of software to ITS.
- Researches and resolves CRM issues.
- Responsible for hiring and managing student workers.
- Responsible for managing adequate supply of materials related to letters.
- Responsible for timely answering of phone calls using the ACD system.
- Trains new and continuing staff members on the CRM process.
- Verifies the accuracy of all data files created using CRM.
- Responsible for establishing job standards for subordinate staff and effectively evaluating staff under charge. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

### **ADDITIONAL DUTIES**

- Assists with special events.
- Mails information to prospective and current students.
- Proofs and indexes documents into imaging system.
- Some travel may be required.
- Performs other duties as requested.

### **EDUCATION**

Bachelor's degree required.

### **EXPERIENCE**

At least 3 years experience required, preferably in Admissions, Student Records, Registrar's or Financial Aid Office.

### **REQUIREMENT**

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

**KNOWLEDGE, SKILLS, AND ABILITIES** - The following are essential:

- Working knowledge in any or all of the above areas. Bilingual in Spanish would be helpful.
- Knowledge of current admission standards and registration requirements.
- Knowledge of personal computer and mainframe applications relating to the processing of admissions and registration.
- Skills in evaluating and supervising employees, providing direct training when needed.
- Ability to deal effectively with students, parents, employees, and administration.
- Ability to communicate effectively, orally, in writing and by telephone.
- Skill in dealing with the public and students in a courteous and professional manner.
- A commitment to a student center customer service philosophy.
- Ability to prepare financial and other statistical reports.
- Ability to function in multi-campus environment.
- Ability to give presentations to groups regarding admissions and registration.
- Ability to use a personal computer and other office equipment including university software and email.

**PHYSICAL DEMANDS**

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

**WORK ENVIRONMENT**

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

**SAFETY**

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

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*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Employee Printed Name:** \_\_\_\_\_

***Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.***

***Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.***

***All positions at Texas Woman's University are deemed security sensitive requiring background checks.***