



DATE ISSUED: 02/18
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Assistant Director of E-Communications

JOB SUMMARY

This position will enhance, develop and implement e-communications plans for prospective students and current students. In collaboration with internal and external staff, this position will develop and implement strategic e-communication plans through our CRM in order to recruit prospective new students and assist in the retention of current students. 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 Admissions

Supervises: May supervise student workers and intern

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

- Develops and implements e-communication plans through the Admissions CRM to prospective and current students through expert level knowledge related to programming and executing numerous recruitment themes cutting across multiple cohort populations.
- Pro-actively collaborates with numerous internal and external staff to develop strategic e-communication plans to enhance recruitment of new and retention of current students.
- Maintains and utilizes data related to communications plans to provide continual assessment and impact of communications on targeted student populations.
- Uses data to make informed decisions on how to consistently improve outreach and communications to prospective and current students.
- Supervises student assistants involved with e-communication projects.

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ADDITIONAL DUTIES

- Collaborates and supports admissions staff with daily activities and special projects as needed.
- Performs other duties as requested.

EDUCATION

Bachelor's degree required. Master's preferred.

EXPERIENCE

Three years experience in college/university setting.

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:

- Knowledge of Customer Relations Management.
- Knowledge related to programming and executing e-communications plans.
- Knowledge of coordinating communications plans to multiple cohort groups.
- Knowledge of building and implementing electronic communication plans with a CRM.
- Familiar with recruitment best practices for multiple populations (freshman, transfer, and graduate).
- Ability to function as project/event manager.
- Knowledge of shared document products such as Google Docs.
- Collaboration and Social Media skills.
- Knowledge of Interactive Products such as Kahoot.
- Ability to use office equipment and personal computer 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.

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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.

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.