

Coordinator, Student Life Communications

FLSA Status: Non-Exempt

Pay Grade: 13

Job Title ID: 12304

Job Series/Job Family: Student Support & Success Series / Student Life Family

Reports To

Director, Student Life

Job Purpose

To create original or refined written content supporting the Strategic Communications Plan and serves as a resource to internal or external clients.

Description of Duties and Tasks

Essential duties and responsibilities include the following. Other duties may be assigned.

Required

1. Coaches students to prepare, edit, and disseminate target audience materials for print and/or electronic media, which may include the student newspaper, events calendar, club guideline handbook, website, and magazine articles.
2. Consults with management on communication strategies and specific tactics; makes recommendations.
3. Reviews and edits written communications generated by students within the campus community for tone, style and grammar; ensures consistency with the ACC brand.
4. Coordinates, reviews and approves promotional materials for student groups, which may include posters, brochures, web site, and or publications; oversees promotion, and ad sales for the student newspaper.
5. Consults with Director and student groups on special promotional/sponsorship-related projects; recommends strategies; executes or assists with recommendations.
6. Assists students with the planning of and/or represents the department at special College functions.
7. Develops and facilitates student workshops and updates website.
8. Maintains and reports on budgets for events, publicity, and promotional efforts.
9. Develops goals and assesses outcomes of student co-curricular services, programs, events, and efforts.
10. Oversees and assigns duties to staff.

Knowledge

Must possess required knowledge and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- Basic practices of media and public relations.
- News reporting, magazine writing, production and layout.
- Editing principles, practices and techniques.
- Curriculum and design.

Skills

Must possess required skills and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- Maintaining an established work schedule.
- Effectively using interpersonal and communications skills including tact and diplomacy.

- Effectively using organizational and planning skills with attention to detail and follow through.
- Coaching students.
- Writing and editing news, informational, and promotional materials.
- Maintaining confidentiality of work related information and materials.
- Establishing and maintaining effective working relationships

Computer Skills

Required

- Demonstrated proficiency with MAC computer software programs, including, Word, Excel, Photoshop, Illustrator, QuarkXpress, Indesign, and Acrobat.

Physical Requirements

Required

- Occasional lifting of objects up to 25 pounds.
- Subject to standing, walking, sitting, bending, reaching, kneeling, and stooping.
- Work is performed in a standard office environment.

Work Experience

Required

- Two years related work experience.

Preferred

- Four years of related work experience in communications, news media, with emphasis in writing, editing, and producing specific communications deliverables.

Education

Required

- Bachelor's degree in Journalism, Communications, Marketing, or related field.

Other

Required

- Knowledge of ACC Administrative Rules, Policies and Procedures, ACC Style Guide, and/or AP Stylebook.

Safety

Required

- Work safely and follow safety rules. Report unsafe working conditions and behavior. Take reasonable and prudent actions to prevent others from engaging in unsafe practices.