

HUMBOLDT STATE UNIVERSITY



Communication Specialist (Internal Only)

Office of Enrollment Management

Job #21-04

Close Date: Sunday, March 7, 2021

(Job #21-04) Administrative Analyst/Specialist II, Communication Specialist, Salary Range: \$4,693-\$8,489. Appointments are typically made at the beginning of the salary range. This is a full-time, benefited, 12-month pay plan, permanent position with a one-year probationary period in the Office of Enrollment Management. This position comes with an extensive benefits package that includes comprehensive medical, dental, and vision coverage, CalPERS retirement, Fee Waiver eligibility (reduced tuition on most CSU system classes), life insurance, and voluntary pre-tax health and dependent care reimbursement accounts. Additional benefits information can be found at <https://hraps.humboldt.edu/employee-benefits>. Please note that this is an internal search open only to active, stateside, staff Humboldt State University employees.

Humboldt State University is a Hispanic-Serving Institution that strives to foster an inclusive and equitable community to support our students of diverse backgrounds. HSU is committed to achieving the goals of equal opportunity and endeavors to employ faculty and staff of the highest quality committed to working in a multicultural and multiracial community that reflects the diversity of the state. Additional information about Humboldt State University can be found at www.humboldt.edu.

Position Summary: Receiving general direction from the Vice President of Enrollment Management, and direct supervision from the Director of Enrollment Communication, this position provides support in the development, modernization, and deployment of communication and marketing strategies within the larger Enrollment Management umbrella including Admissions, Financial Aid, and Registrar's Office. The Communication Specialist serves the Enrollment Management Division as a subject matter expert for Customer Relationship Management Software (currently Slate) and supports all of the prospective student yield events through registration, target list generation, and attendee reporting. This position works directly with the Student Engagement Specialist to achieve departmental goals. This position is responsible for the implementation of the communication portfolio that includes, but is not limited to Chabots (Admit Hub) implementation and maintenance, CRM, text, mobile application development, and student portal. The Enrollment Management Communication department is the strategic leader in recommending innovative structures to support EM's overall goals and outcomes.

Duties: The Communication Specialist is responsible for communications coordination including designing, developing, and implementing a cross-channel communication plan addressing the student prospect life cycle / funnel. The specialist implements the strategic vision for enhancing and modernizing communications (particularly digital communications) with prospective and current students focused on fostering higher student engagement and increased enrollment. The overall effort to coordinate communication with current and prospective students including the evaluation of current processes, recommendations for improvement, and implementation of enhanced communication processes is a critical component. The communication specialist provides innovative ideas for future modernization of enrollment communications for departmental leadership to consider, while working closely with leadership to understand the current state of digital communications, provide recommendations regarding the segmentation of prospective student groups leading to more personalized and effective communications, and collaborate with college leadership to implement.

The Communication Specialist collaborates with the Offices of Institutional Effectiveness, Information Technology Services, and other campus organizations to develop technological and analytical processes and infrastructure that build capacity to evaluate the effectiveness of recruitment and retention initiatives. This includes generating all queries and reports for Enrollment Management Communication projects. These projects may include but are not limited to chatbots, CRMs, website redesign, email, SMS, PUSH/Mobile app technology, traditional print, and other recruitment/marketing activities. Utilizing qualitative and quantitative methods, the specialist will collaborate with the Office of Institutional Effectiveness, Marketing & Communications, Student Affairs, Enrollment Management, and other campus organizations to analyze report on, and make recommendations related to admissions and retention communication efforts with a focus on digital communications.

Minimum Qualifications: General knowledge and skills in communication, with a foundational knowledge of public administration principles, practices, and methods. This foundation would normally be obtained through a bachelor's degree OR through a combination of education and work experience which provides the knowledge, skills, and abilities required for this position – primarily the ability to provide program leadership of a strategic nature through planning activities, and the analysis, development, and evaluation of highly complex programs.

Required Knowledge, Skills, and Abilities:

- Solid writing and copy-editing skills
- Strong organizational, planning, and project management skills
- Knowledge of customer relationship management (CRM) systems
- Ability to compile and analyze data, assess and make subsequent recommendations and decisions
- Ability to work effectively with a diverse faculty, staff, and student body
- Commitment to social, economic, and racial justice
- Ability to think critically
- Demonstrated expertise in the development of strategic communications and messaging.
- Working knowledge of and ability to apply standard theories, practices, principles, and techniques related to strategic communication
- Strong writing and speaking skills, with a demonstrated ability to effectively communicate information in a clear and understandable -manner to multiple audiences using multiple modalities
- Demonstrated ability to maintain a high degree of confidentiality
- Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the university with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds
- Demonstrated ability to collaborate, including involvement with teams led by others and in leading teams comprised of colleagues who may report to others

- Demonstrated ability to work independently in a highly collaborative, cross-functional teaming atmosphere
- Skilled at using tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems
- Ability to adhere to the highest ethical standards
- Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines

Preferred Qualifications:

- Bachelor Degree in communication, business degree, or related field
- 2 years of experience in marketing, communications, admissions, enrollment management
- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude
- Demonstrated experience organizing internal communications in a large institution
- Enthusiasm for staying up to date on higher education trends and communication strategies
- Advanced skills in Excel or data visualization platforms, such as Tableau
- Experience in email marketing, managing web content, analytics, and reporting

Application Procedure: To apply, qualified candidates must electronically submit the following materials via Interfolio (link below):

- Letter of Interest
- Resume or Curriculum Vitae
- Contact information for at least three professional references
- HSU Employment History Form (HSU Employment History Form: <https://forms.humboldt.edu/employment-history-form>; NOTE: Download the HSU Employment History Form and save it as a PDF file prior to filling it out. If the form is completed in an online browser, content WILL NOT be saved).

CLICK HERE TO APPLY NOW: <http://apply.interfolio.com/84470>

Application Deadline: The deadline to submit application materials is 11:59 p.m. on Sunday, March 7, 2021.

Any inquiries about this recruitment can be directed to careers@humboldt.edu or HSU’s Human Resources Office at (707) 826-3626.

Humboldt State University sits on the traditional homelands of the Wiyot people in what is currently called Arcata, CA. The Wiyot people call the area Goudi’ni (over in the woods). HSU was the first campus in the California State University system to offer a stand-alone major in Native American Studies.

HSU is committed to enriching its educational environment and its culture through the diversity of its staff, faculty, and administration. Persons with interest and experience in helping organizations set and achieve goals relative to diversity and inclusion are especially encouraged to apply.

Humboldt State University is part of the 23-campus California State University system. The University has a comprehensive arts and sciences curriculum, which is recognized nationally for its high academic quality. Founded in 1913, HSU is one of the premier public institutions in the Western United States; it is a rural and residential campus of approximately 7,000 students. The main campus is located in Arcata, California, in the northwestern part of the state along the coast, and situated among redwood trees in an area that offers unmatched scenic beauty, moderate climate, and opportunities for outdoor activities. The surrounding Humboldt County locale has a population of approximately 135,000. The community offers an excellent range of businesses, services, and cultural activities and performances. The local schools are ranked in the top performance percentiles, both nationally and in the state.

It is the responsibility of the applicant to provide complete and accurate employment information. Incorrect or improperly completed applications will not be considered for vacancies. Any reference in this announcement to required periods of experience or education is full-time activity. Part-time experience or education--or activities only part of which are qualifying--will receive proportionate credit. Humboldt State University is not a sponsoring agency for staff or management positions (i.e. H-1B Visas).

Evidence of required degree(s), certification(s), or license(s) is required prior to the appointment date. A background check (including a criminal records check, employment verification, and education verification) must be completed satisfactorily before any candidate can be offered a position with the CSU. Certain positions may also require a credit check, motor vehicle report, and/or fingerprinting through Live Scan service. Adverse findings from a background check may affect the employment status of candidates or continued employment of current CSU employees who are being considered for the position.

Humboldt State University is committed to achieving the goals of equal opportunity and endeavors to employ faculty and staff of the highest quality reflecting the ethnic and cultural diversity of the state. Additional information about Humboldt State University can be found at www.humboldt.edu.

Humboldt State University is a Title IX/Affirmative Action/Equal Opportunity Employer. We consider qualified applicants for employment without regard to race, religion, color, national origin, ancestry, age, sex, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, disability, marital status, protected veteran status, or any other legally protected status.

Compliance with the California Child Abuse and Neglect Reporting Act (CANRA) and CSU Executive Order 1083 Revised July 21, 2017 (EO 1083) is a condition of employment. CSU employees in positions with duties that involve regular contact with children or positions which supervise such employees are designated as Mandated Reporters under CANRA and are required to comply with the requirements set forth in EO 1083. Upon appointment to this position, the successful candidate(s) will be notified of and required to acknowledge their CANRA reporting status.

Additionally, all CSU staff and faculty receive training annually on their obligations in responding to and reporting incidents of sexual harassment and sexual violence. You will be notified by email when you are required to take this mandated training.

Class Code: 1038

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See more photos at [Humboldt State University's Flickr page](#).