

## ***Job/Position Description***

**OVC Office:** Undergraduate Advising Center (UAC)

**Title:** Advising Communications Specialist

**Date:** May 2024

### **Overview Statement:**

The Advising Communications Specialist works with staff in the Undergraduate Advising Center (UAC) to develop and implement all internal and external communications for the UAC including but not limited to: website, newsletter, branding materials, and social media. In this newly created role, the Communications Specialist will help to shape and execute the communications strategy for the UAC. In addition, the Communications Specialist will advise a caseload of both first-year and upper-level undergraduate students.

### **Characteristic Duties and Responsibilities:**

#### **Advising Caseload:**

- Serves as the academic advisor to a cohort of first-year students and as a secondary advisor to upper-level students.
- Advises students in areas such as course selection, resource navigation, degree planning, career paths, and graduate school opportunities while maintaining an understanding of the unique challenges faced by FLI students.
- Provides individualized academic and personal advising to students, addressing their unique challenges and facilitating their academic success, while fostering a sense of belonging and empowerment.
- Maintains accurate and up-to-date records on student advising caseload, using data to inform programmatic and policy decisions.

#### **Communications/Branding:**

- Supports implementation of communication strategies that effectively convey the importance of academic advising, programming, and support services to undergraduate students, faculty, and staff.
- Manages and maintains UAC communication channels, including but not limited to the UAC website (Wordpress), social media, and newsletter.
- Supports implementation of internal communications strategy, ensuring adherence to MIT and UAC logo usage, colors, fonts, and marketing protocols among team members.
- Collaborates and coordinates with the UAC and other campus stakeholders to streamline messaging that enhances student engagement and success.
- Assists with programming and event management as needed.
- Occasional weekend/evening work may be required as the needs of the position demand.
- Performs other duties as assigned.



**Supervision Received:**

Supervision is received from the Assistant Dean, Advising Assessment & Communication, Undergraduate Advising Center.

**Supervision Exercised:**

No direct reports.

**Qualifications and Education:**

A bachelor's degree with at least two years of relevant communications experience is required. A master's degree is preferred.

The ideal candidate must possess exceptional written and oral communication skills, along with strong organizational abilities. Comprehensive knowledge of digital communications platforms and experience working with web platforms (specifically WordPress), graphic design programs (Canva or Adobe), email management systems (MailChimp) and social media (LinkedIn, Instagram) and high-level proficiency with Microsoft Office (Word, Excel, and PowerPoint) is required. Candidates should demonstrate initiative, flexibility, and meticulous attention to detail, along with the ability to prioritize and manage multiple assignments effectively. Discretion and sound judgment in handling sensitive information are paramount. Demonstrated ability to work with undergraduate students is critical. The successful candidate must be capable of working independently while also collaborating seamlessly across all organizational units in a fast-paced, team-oriented, ever-changing environment. Adaptability to integrate constructive feedback and meet competing deadlines is crucial.

This is a full-time, hybrid position with occasional evenings and weekends. To apply for this position, please submit a cover letter and resume. The hiring salary range is **\$55-65K**.