



Classification Description

Job Title: Student Communications and Branding Strategist

Pay Grade: 112

Job Code: 4210

FLSA Status: Exempt

Job Purpose

The Student Communications and Branding Strategist is tasked with developing and implementing effective communication strategies targeting students while also providing support in the areas of branding and graphic design. This role requires strong communication skills, creative thinking, and proficiency in graphic design tools and techniques. The primary objective is to enhance student engagement, facilitate effective communication, and ensure consistent brand representation across various student-oriented channels.

General Responsibilities

Essential Functions

Student Communications

Develops and executes student communication strategies and campaigns to effectively engage and inform the student population.

Creates compelling and informative content for various student communication channels, including newsletters, emails, social media, and student portals.

Collaborates with different departments and student organizations to gather information and create engaging content that aligns with student interests and needs.

Monitors and responds to student inquiries, feedback, and comments through appropriate communication channels.

Evaluates the effectiveness of student communication efforts and makes data-driven adjustments, as needed.

Assists in the creation and maintenance of AI responses, knowledge base articles, Presence organizations, and website information for student related content.

STUDENT COMMUNICATIONS AND BRANDING STRATEGIST

Branding

Assists in maintaining and promoting the College's brand identity, guidelines, and visual standards within the student community.

Collaborates with the marketing team to develop and refine branding strategies and initiatives targeted at students.

Designs and creates visual assets for student-focused communication channels, including social media platforms, websites, posters, and flyers.

Ensures brand consistency across all communication materials and channels directed at students.

Stays informed about current trends and best practices in branding and visual communication targeted at the student demographic.

Graphic Design

Utilizes graphic design tools, such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), to create visually appealing designs for student communication materials.

Develops graphical assets for digital and print media, including social media graphics, infographics, posters, brochures, and presentations.

Collaborates with stakeholders to understand design requirements and deliver creative solutions that align with the College's brand and resonate with students.

Maintains a library of design assets and templates specifically for student communications.

Cross-functional Collaboration

Collaborates with various College departments and student organizations to gather relevant information and ensure accurate representation of their activities and events in student communications.

Works closely with the marketing team to align student communication strategies and branding initiatives with the overall College communication strategy.

Provides support in other communication-related activities and events, as required.

Brand Management for Official College Student Social Media Accounts

Monitors and oversees the official College student social media accounts to ensure adherence to FSW's brand guidelines, tone, and messaging.

Collaborates with student social media managers and content creators to provide guidance and support in maintaining consistent branding across platforms.

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Reviews and approves content posted on official College student social media accounts, ensuring it aligns with FSW's brand identity and values.

Offers training and resources to student social media managers to educate them on brand guidelines and best practices.

Regularly audits official College student social media accounts to identify and address any deviations from the brand standards.

Stays updated on social media trends and platform changes to effectively leverage the College's brand on various student social media platforms.

Collaborates with the marketing team to align branding strategies and messaging across all communication channels, including official College student social media accounts.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher education in communications, marketing, graphic design, or a related field. Appropriate combination of education and experience may be substituted.

Proven experience in student communications, branding, and graphic design.

Proficiency in graphic design tools, such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).

Excellent written and verbal communication skills, with the ability to create engaging and student-focused content.

Familiarity with various social media platforms and their best practices for maintaining brand consistency.

Strong organizational and project management skills, with the ability to handle multiple tasks and meet deadlines.

Detail-oriented with a keen eye for design aesthetics and brand consistency.

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Knowledge of communication best practices and emerging trends in student communications and branding.

Ability to work independently as well as collaboratively in a team-oriented environment.

Flexibility and adaptability to changing priorities and student needs.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.

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- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: October 4, 2023.