

# Classification Description



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**Job Title:** Associate Director, Communications and Outreach (OSFA)

**Pay Grade:** 117

**Job Code:** 4216

**FLSA Status:** Exempt

## **Job Purpose**

This is professional, responsible work in the development and dissemination of electronic and written communications for the Office of Student Financial Aid (OSFA) and Veteran Services. This position implements a strategic communications plan specific to financial aid students via web content management and developing innovative communications initiatives utilizing a variety of media. The Associate Director, Communications and Outreach maintains a thorough and current working knowledge of federal, Title IV, State of Florida, and institutional rules, regulations and procedures to ensure the accurate release of information and program compliance. This position coordinates the financial aid outreach for the OSFA to the community, including off-campus outreach and visits to high schools.

## **General Responsibilities**

### **Essential Functions**

Collaborates with appropriate College leadership in the development and implementation of a comprehensive and innovative communication plan.

Produces quarterly OSFA newsletters, one relevant to students, and another specific to staff.

Develops and implements a variety of communication campaigns supporting students, faculty and staff including, but is not limited to, e-mail communications, social media, and print.

Works with the appropriate departments to deliver these communications in their respective medium.

Serves as the liaison with Information Technology & Digital Strategies regarding changes needed to the various communication channels which include, but are not limited to, MyFSW student portal, Qless Management System, FSW Virtual Kiosk (ViKi), Chatbot, Live chat, and the OSFA website.

Recommends and coordinates training to staff on the various communication channels that include, but are not limited to, Qless, Chatbot, and Live Chat.

## ASSOCIATE DIRECTOR, COMMUNICATIONS AND OUTREACH (OSFA)

Monitors and updates the FSW Knowledge base and the chatbot knowledge base.

Recommends, develops, creates, or coordinates tutorials or other materials which explain Financial Aid processes to students, parents and other departments.

Collaborates with appropriate College marketing personnel in the implementation of press releases and other marketing strategies.

Attends recruiting activities held College-wide including, but not limited to, high school visits, open houses, and other recruitment events attended by the Office of Admissions to provide potential students with financial aid information and deadlines to assist them with College choice.

Promotes Financial Aid nights at the high schools.

Maintains an up-to-date outreach data base of high school counselors and other community educators.

Collaborates with First Year Experience and Cornerstone instructors in providing financial aid literacy information.

Collaborates with New Student Orientation staff in creating, improving and delivering financial aid information for the New Student Orientation program.

Collaborates, partners, and assists with other constituents within the College and in the community to promote financial aid literacy.

Analyzes, reviews, and reports on the outcome of Financial Aid outreach programs.

Works collaboratively with staff in Financial Aid, Admissions, Student Services, Bursar's Office and Academic Affairs to promote and disseminate financial aid information to students, families and the community.

In collaboration with appropriate College staff, creates internal and external communication material for OSFA, providing accurate and effective communications targeted to the appropriate audiences at desired intervals to support the OSFA communication plan.

Assumes leadership of the department in the absence of the Director and Senior Associate Directors.

Supervises assigned personnel in accordance with College policies and applicable laws including interviewing, hiring, evaluating; plans, assigns, and directs work as directed. Supervises Student Assistants that work directly with the financial aid communications efforts.

Works with the respective departments to disseminate the usage of Financial Aid TV (FATV) videos on College-wide televisions, College entrance signage and website graphics.

Cross trains to support the overall function of the OSFA, as needed.

## ASSOCIATE DIRECTOR, COMMUNICATIONS AND OUTREACH (OSFA)

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 regionally accredited institution of higher education in communications, psychology, marketing, or related field.

Four (4) years of full-time professional work experience in financial aid, admissions/enrollment services, marketing, or related field. Appropriate combination of education and experience may be substituted.

Working knowledge of web content and email management tools. Proficient with various communications platforms and media, including publications, web, social media and video.

Demonstrated experience using a personal computer, office software such as MS Office (MS Word, MS Excel) and electronic mail.

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.
- 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.
- 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 11, 2023.