



Classification Description

Job Title: Digital Communications Technology
Analyst I

Pay Grade: TC025

Job Code: T023

FLSA Status: Exempt

Job Purpose

This position builds and implements communication plans to include texting, emailing, and push notifications through College applications not limited to, CRM Recruit, CRM Advise, and Banner Communication Manager. This position is responsible for the administration of the College's communications technologies. Communication building involves an ever-evolving set of coding standards and technical skills to ensure effective communications that meet industry standards.

General Responsibilities

Essential Functions

Develops and maintains communication plans.

Works with database managers (Banner and CRMs) and relevant end-user staff to develop appropriate populations using SQL/Advanced Finds (CRM Recruit/Advise).

Works with College divisions to send out communications to both students and faculty/staff through a variety of communication technologies.

Responsible for building and maintaining communication workflows in CRM systems, Banner, and other technologies.

Works with Application Development staff to automate communications.

Assists in the administration of College chatbots and texting applications. Reviews and implements changes to ensure the chatbots are responding at a high level.

Works with Marketing & Media to meet College design standards for communications (EEO, logo usage, etc.).

Builds emails/communications to industry standards and legal communication requirements (opt out functionalities, etc.).

Builds, implements, and regularly updates communication plans, content, and scheduling, in all communication systems developing drip campaigns, calendar-driven campaigns. Including the development of appropriate correspondence.

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Manages all approved communication requests for internal student communications. Monitors logs for errors and troubleshoots with database managers and relevant end users as appropriate.

Serves as an administrator in Ellucian CRM.

Creates custom workflows related to the automation of CRM functions and communications.

Manages/administers communication technologies with vendors and internal access.

Understanding and ability to code in HTML.

Creates and troubleshoots workflow automation processes for the submission and approval of communications.

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 Computer Science or related program.

Four (4) years of full-time professional experience in communication systems, websites, marketing or relevant communication technologies. Appropriate combination of education and experience may be substituted.

Experience in HTML, business process automation software and database queries (SQL).

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.

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- 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: November 15, 2021. Revised: March 9, 2022, May 24, 2023 and October 23, 2023.