



## Communications Coordinator

**Reports to:** President

**Hours:** Up to 20 hours per week

**Status:** Non-exempt

The Communications Coordinator works with the Administration, Staff, and the Western Dominican Province to manage the DSPT website and social media channels for dissemination of college information to the public and for recruitment purposes.

### SKILLS REQUIRED:

- Excellent written and verbal communication skills
- Excellent interpersonal skills and commitment to/engagement with prospective students and applicants
- Strong data management and analysis skills
- Strong attention to detail and organizational skills
- Sound decision-making and strong problem-solving abilities
- Understanding of Catholic culture and Catholic higher education
- Understanding of Dominican spirituality and mission within the Church
- Ability to prioritize one's own work, and to be adaptable and flexible
- Ability to work independently and as part of a team
- Ability to work collaboratively and tactfully with a wide range of both internal and external groups
- Experience in technologies and programs, especially in Microsoft, Adobe Creative Suite
- Knowledge of using photography and video for promotional purposes

### COMMUNICATION COORDINATOR'S DUTIES AND RESPONSIBILITIES

#### Website Development and Management

- a. Identifies ways to improve DSPT website and works with Eternity to implement changes.
- b. With WDP support and Eternity support
  - i. Oversees day-to day updates, creation of surveys, new page design and troubleshooting for staff
  - ii. Identifies ways to improve Search Engine Optimization
  - iii. Makes sure Eternity has given DSPT Administration website metrics in December 2023 and June 2024

#### Advertising

- a. Prepares flyers and announcements to be published on website, e-newsletters, and general distribution (GTU and other organizations).

#### Social Media

- a. Identifies and posts relevant content on Social Media in keeping with DSPT Mission
- b. Manages posting to Facebook, Instagram, YouTube, and other social media channels
- c. Proposes articles, news items and publishes two e-newsletters

TORCH (faculty and students) weekly

IGNITE (Alumni-Quarterly)

**Video Production**

- a. Works with WDP and DSPT Administration in developing a plan for video shoots

**Photography**

- a. Works with DSPT Administration/Staff to develop a plan for shooting and cataloguing photographs for promotion of the college
- b. Preparing photos for placement on the website, in video and printed materials