

**COLORADO NORTHWESTERN COMMUNITY COLLEGE
JOB DESCRIPTION**

POSITION TITLE: Communications Coordinator

DEPARTMENT: Marketing

REPORTS TO: Director of Marketing

SUPERVISES: N/A

FLSA: FACULTY ___ APT X COACH ___

DOCUMENT STATUS: New/Date: 7-12-2023 Revision # _____ Date: _____

TRAVEL: Travel to our Craig Campus will be an expectation of this position.

SALARY: \$40,000.00 - \$45,000.00 (Salary is commensurate with education and experience)

Excellent benefit package including retirement and health insurance is available.

SICK LEAVE: 10 hours per month **ANNUAL LEAVE:** 15 hours per month

COLLEGE-WIDE: X **CAMPUS** X **RANGELY** _____ **CRAIG**

ABOUT COLORADO NORTHWESTERN COMMUNITY COLLEGE:

Colorado Northwestern Community College (CNCC) fosters educational excellence and student success, prepares students for local and global citizenship, anticipates and responds to the needs of surrounding communities, and contributes to evolving regional economic development. CNCC is a small, rural community college located in Northwest Colorado with campuses located in Rangely, CO and Craig, CO. CNCC offers an exceptional experience to employees with outdoor activities, wildlife, and small rural communities.

The College has various unique programs including Aviation Technology (Flight), Aviation Maintenance Technology, National Park Service Academy and the Paleontology Plan of Study. We also offer great opportunities for our students in Nursing, Dental Hygiene and Automotive Technology. The college provides AA, AS, AAS, and certificate programs so students have excellent choices in their degree plans.

GENERAL SUMMARY:

The CNCC Marketing Department seeks a highly organized, proactive, and creative individual with excellent oral and written communication skills to support internal and external communication. The Communication Coordinator is responsible for the execution of communication strategies that increase public awareness, influence enrollment, and elevate the brand. This position will report to the Director of Marketing and work closely with key stakeholders and subject matter experts to advance the College's mission and strategic initiatives.

PRIMARY DUTIES:

- Create, edit, and coordinate collateral across all college communications channels.
- Gather information and help develop and implement story telling ideas and vehicles for the college.
- Monitor local media and communication channels.
- Develop content and help manage social media channels.
- Serve as a brand ambassador, ensuring all content is consistent in style and quality.
- Support the Marketing Director in identifying key areas of focus, and helping execute marketing and communication plans.

- Contribute to the development of marketing campaigns, including market research.
- Develop and maintain a comprehensive content calendar.
- Update and manage website content

MINIMUM/ESSENTIAL SKILLS, QUALIFICATIONS & KNOWLEDGE:

This job requires any equivalent combination of knowledge, skills, abilities, education, and/or experience as indicated below:

1. **Education:**
 - Associate’s Degree in English, Marketing, Communications, Journalism and/or related field.
2. **Experience:**
 - Minimum of two years of experience in marketing, communications or a related field with proven results planning and executing communication strategies and public relations programs.
3. **Licensure/Certification:**
 - Valid driver license and ability to travel.
4. **Equipment/Software Skills:**
 - Proficiency in MS Word, PowerPoint and Excel along with the ability to quickly learn new software and programs.
 - Experience with digital editing software.
 - Experience with website content management systems
5. **Other Qualifications:**
 - Demonstrated experience with the development, writing, and communication of creative briefs, presentations, newsletters, direct marketing, internet and promotional literature.
 - Demonstrated experience scheduling and coordinating events such as interviews, meetings, trainings, etc.
 - Ability to maintain confidentiality and manage confidential materials when working on specific tasks or projects
 - Comfortable working in a fast-moving organization while maintaining an eye for accuracy and detail.
 - Highly creative thinker that can bring to life messages, ideas, and programs in new ways that resonate with internal and external audiences.
 - Extremely resourceful, detail-oriented, organized, and enjoys learning and experimenting with new technologies.
 - A self-starter who is proactive, responsive, high energy, creative, and collaborative.
 - Develop good relationships across teams and departments and the ability to confidently and clearly explain communications ideas.
 - Digitally savvy with strong knowledge of and experience using of social media platforms.
 - Demonstrated grace under pressure and ability to be flexible.
 - Excellent computer skills, with design and content management software experience.
 - Project management experience and strong design sensibility.
 - Excellent verbal, written, and proofreading skills.
 - Knowledge and experience writing in AP Style.

PREFERRED QUALIFICATIONS

1. **Education and Training:** Bachelor’s Degree in English, communications, journalism, marketing or related field.
2. **Equipment/Software Skills:**
 - Experience in higher education
 - Experience with Adobe Creative Cloud

- Experience with website content management system like Joomla and/or Omni Update
 - Experience shooting and editing photos and videos.
3. **Other:**
- Experience managing and maintaining social media channels such as Facebook, Instagram, Twitter, LinkedIn, YouTube, and/or Tiktok

APPLICATION INSTRUCTIONS:

All interested and qualified applicants are asked to submit a cover letter, resume and links to three writing samples, along with a completed Colorado Northwestern Community College application for exempt employment to the Department of Human Resources.

Colorado Northwestern Community College is an Equal Opportunity Employer

Colorado Northwestern Community College prohibits all forms of discrimination and harassment including those that violate federal and state law, or the State Board for Community Colleges and Occupational Education Board Policies 3-120 and 4-120.

The College does not discriminate on the basis of sex/gender, race, color, age, creed, national or ethnic origin, physical or mental disability, veteran status, pregnancy status, religion, genetic information, gender identity, or sexual orientation in its employment practices or educational programs and activities. Colorado Northwestern Community College will take appropriate steps to ensure that the lack of English language skills will not be a barrier to admission and participation in vocational education programs. The College has designated Jennifer Rea, Associate Director of Campus Life, as its Title IX/EO Coordinator and Brett Caskey, Associate Dean of Student Success, as its Interim ADA/Section 504/Title II with the responsibility to coordinate its civil rights compliance activities and grievance procedures. If you have any questions regarding Title IX/EO please contact Jennifer Rea, at (970) 675-3229 or jennifer.rea@cnc.edu and for questions regarding ADA/Section 504/Title II please contact Brett Caskey at 970-675-3213 or brett.caskey@cnc.edu. Reasonable accommodations are available. To request a reasonable accommodation, please contact Angela Miller, Exec. Director of Human Resources, at 970.675.3235 or angela.miller@cnc.edu.

You may also contact the Office for Civil Rights, U.S. Department of Education, Region VIII, Federal Office Building, 1244 North Speer Boulevard, Suite 310, Denver, CO 80204, telephone (303) 844-3417.

Title IX/EO Coordinator

Name: Jennifer Rea
 Address: 500 Kennedy Drive, Rangely, CO 81648
 Phone: 970.675.3229

Deputy Title IX Coordinator

Name: Angela Miller
 Address: 500 Kennedy Drive Rangely, CO 81648
 Phone: 970.675.3235

Deputy EO Coordinator

Name: Angela Miller
 Address: 500 Kennedy Drive Rangely, CO 81648
 Phone: 970.675.3235

Interim ADA/Section 504/Title II Coordinator

Name: Brett Caskey
 Address: 500 Kennedy Drive, Rangely CO 81648
 Phone: 970.675.3213

ESSENTIAL FUNCTIONS

In an 8 hour workday, this job requires:
 N/A = Not Applicable
 R = Rarely (less than ½ hour per day)
 O = Occasionally (1/2 - 2.5 hours per day)
 F = Frequently (2.5 - 5.5 hours per day)
 C = Continually (5.5 - 8 hours per day)

Physical Requirements	N A	R	O	F	C	Describe any job duty that requires repetition or a unique application of the activity.
Sitting					X	Computer data entry
Stationary Standing			X			Talking with employees in hallway
Walking			X			Meeting employees in other areas of the college.
Ability to be Mobile					X	Ability to walk to various campus offices
Crouching (bend at knees)		X				
Kneeling/Crawling		X				
Stooping (bend at waist)			X			
Twisting (knees/waist/neck)			X			
Turn/Pivot			X			
Climbing		X				
Balancing		X				
Reaching Overhead			X			
Reaching Extension			X			
Manual Dexterity					X	Key board data entry
Pushing/Pulling						
1 - 10 lbs.					X	Moving files
11 - 20 lbs.		X				
21 - 35 lbs.		X				
36 - 50 lbs.	X					
51 - 75 lbs.	X					
76 - 100 lbs.	X					
Lifting/Carrying						
1 - 10 lbs.					X	Moving files
11 - 20 lbs.		X				Possibly during benefit fair
21 - 35 lbs.		X				
36 - 50 lbs.	X					

51 - 75 lbs.	X					
76 - 100 lbs.	X					

Other physical demands:						
Sensory Requirements	N A	R	O	F	C	Describe any job duty that requires repetition or a unique application of the activity.
Talking in Person					X	Major portion of the position.
Talking on Telephone					X	Major portion of the position.
Hearing in Person					X	Major portion of the position.
Hearing on Telephone					X	Major portion of the position.
Vision for close work					X	Major portion of the position.
Other Sensory Requirements						
Environmental Requirements	N A	R	O	F	C	Comments
Safety requirements (i.e. clothing, safety equipment required, activities performed)	X					
Exposures (i.e. fumes, chemicals, vibrations, humidity, cold, heat, dust, noise, blood & body fluids)		X				
Operation of equipment, tools, vehicles			X			
Required hygiene standards (food handling, clean, contaminated, and sterile equipment, etc.)		X				
Other environmental requirements:						

This Job Description reflects Colorado Northwestern Community College’s best effort to describe the essential functions and essential qualifications of the job described. It is not an exhaustive statement of all the duties, responsibilities or qualifications of the job. This document is not intended to exclude an opportunity for modifications consistent with providing reasonable accommodation. This is not intended to be a contract. Your signature indicates you have read this Job Description and understand the essential functions and essential qualifications of the job.

Employee Review: _____ Date: _____

Supervisor Review: _____ Date: _____