Coordinator of Strategic Communication

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UNIVERSITY OF NORTHERN COLORADO

POSITION TITLE:

COMPENSATION RANGE: 59,000.00 - 62,000.00 USD per year

EMPLOYMENT CLASSIFICATION: Professional Administrative

DEPARTMENT: VP for Student Affairs

TARGET HIRE DATE: 2/16/2026

BENEFITS: UNC's Career Hub

To ensure full consideration, applications must be received by 11:59pm (MT) on **12/16/2025.**

Position Summary:

The Division of Student Affairs (DSA) is a forward-thinking student success operation committed to its role in cultivating an educationally focused and engaging out of class student experience at the University of Northern Colorado (UNC). Staff members within Student Affairs are expected to positively contribute to our mission of supporting students in the co-curricular environment and provide an experience that inspires students academically, intellectually, personally, and emotionally.

The for the Division of Student Affairs will develop and implement communication strategies that advance UNC's mission, vision, and strategic priorities. This position will play a pivotal role in enhancing both internal and external awareness of the division's initiatives aimed at fostering student success. The 's primary responsibility will be marketing programs designed to promote student engagement, belonging, and success, utilizing various media channels to effectively resonate with the student body and other stakeholders. This position also involves developing and executing strategic communication plans that highlight the division's efforts, increasing engagement and knowledge among staff within Student Affairs. This role is responsible for crafting compelling narratives, managing messaging for internal and external audiences, and ensuring consistent brand voice across all platforms. The ideal candidate is a skilled communicator, strategic thinker, and creative storyteller who can translate complex information into clear, engaging content.

Job Duties:

Manage Strategic Communication for the Division of Student Affairs - 30%

- Develop and implement a comprehensive strategic communications plan that supports institutional goals with an emphasis on increasing student engagement.
- Serve as a senior advisor to Student Affairs leadership on communication strategies for campus culture, community-building, and major initiatives.
- Oversee the creation of compelling content that highlights student success stories, campus life, and opportunities for involvement.
- Ensure brand consistency across all communication channels, from print and digital to on-campus experiences.
- Manage the Office of the Vice President's communication strategy, connecting to both the division's strategic plan as well as the division's contributions to the Rowing Not Drifting 2030 strategic plan.
- Build a cohesive narrative of the Bear Experience, a guided pathway for the co-curriculum, that helps students academically, socially, and professionally
- Guide offices in developing communication plans that include goals, key audiences, messaging, timelines, tactics that support office and division goals.
- Provide oversight to the Division of Student Affairs and unit-level web pages. Will be responsible for writing content for landing pages in the Division.
- Ensure that all communication in Student Affairs meet digital accessibility standards.

Effectively Market Student Affairs Programs and Services - 30%

- Design and lead campaigns that promote student participation in campus events, organizations, and leadership opportunities
- Collaborate with Student Affairs, Academic Affairs, and campus organizations to craft communication plans that foster a vibrant, connected student experience.
- Build stakeholder understanding of the programs and services offered by Student Affairs.
- Foster relationship building on and off campus through effective communication using a variety of channels.
- Responsible for creating and managing marketing content for the Division of Student Affairs in ways that connect with current students, engaging them in the co-curriculum and facilitating ways to develop a sense of belonging.
- Develop division and unit-level tactics that educate students on topics connected to Student Affairs learning outcomes.
- Effectively market and promote Housing & Residential Education to support the growth of occupancy and increase revenue
- Will train student affairs communicators in strategies that are culturally competent.

Data Analysis and Evaluation - 20%

- Effectively analyze and use data gathered from potential and admitted students to connect them to areas of interest.
- Track the effectiveness of marketing campaigns using data to inform strategies.
- Development of data visualization for presenting assessment findings to university leadership.
- Oversee strategies for social media, email, and web communications that encourage student participation in campus life.
- Use data-driven insights to assess communication effectiveness and adapt strategies for stronger impact.

Supervision -10%

- Directly supervise the Marketing and Creative Specialist for the Division of Student Affairs.
- Indirectly supervise student interns, and unit-level content creators.
- Create student employment experiences that provide students with opportunities to learn essential skills for career readiness. Facilitate time for reflection, feedback, and integration of new knowledge and skills.
- Create a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures, backgrounds, and identities in alignment with institutional priorities and Student Affairs Curriculum.

General Administration - 10%

- Responsible for the management of the Student Affairs Communication Budget.
- Participate in interdepartmental and community meetings and committee work on behalf of the Division of Student Affairs.
- Participate in training and professional development.
- Support the development of a welcoming environment.
- Complete administrative tasks such as phone calls, note taking, reporting, etc.
- Other duties as assigned.

Minimum Qualifications:

Education:
Minimum requirements include a bachelor's degree in marketing, communication, or related field. Equivalent experience in lieu of educational requirement is dependent upon quality and responsibilities of experience. Master's degree preferred.

Experience:
A minimum of five years of full-time experience in marketing or communications using multiple channels is required. Experience with strategic communication, culturally responsive communication, supervision, data visualization, project management, higher education experience strongly preferred.

Certification/Registration/Licensing:
N/A

Ability:

- Visionary leader with a proven ability to align communication strategies to organizational goals.
- Exceptional writing, editing, and storytelling skills.
- Strong understanding of student engagement strategies and campus culture.
- Expertise Demonstrated success managing complex projects and leading cross-functional teams.
- In digital communication platforms and analytics.
- Excellent and demonstrated organizational, communication, and people skills.
- Problem solving and decision making skills, emotional intelligence, and independent judgment
- Commitment to working with and supporting students and staff of diverse backgrounds.
- Computer skills in Microsoft Office, project management software, AI, mainframe systems, and virtual meeting products.

Special Considerations:
Preferred attributes:

- Experience leading initiatives that increase student involvement and sense of belonging.
- Familiarity with behavioral insights and engagement tactics to drive participation.
- Ability to build collaborative relationships with faculty, staff, students, and external partners.

Benefits:
Benefits available include health, dental, vision, life and long-term disability insurance, as well as a selection of several defined contribution retirement plans for all full-time positions. Employees at UNC receive sick leave, and other leave options may be available based on position. Full-time employees are eligible to receive tuition waiver benefits, as well as dependents and spouses of UNC Employees who are employed at 0.5 FTE or above are eligible for undergraduate dependent tuition grants of up to 50%. These tuition grants will cover in-state tuition charges. Further requirements may exist. Other benefits may be available based on position.

About UNC
The University of Northern Colorado is a public doctoral/research institution located in Greeley, Colorado. UNC's commitment to education began in 1889 and continues to be a transformational force for our students. According to CollegeNet's Social Mobility Index, UNC ranked #1 in social mobility (2022). UNC is also committed to providing our faculty and staff with the support they need to succeed as professionals, educators, and in life. Please visit UNC's Career Hub,to learn more about UNC's strategic plan, school programs, and employee benefits. Go Bears!

EEO Statement
The University of Northern Colorado offers an educational and working environment that provides equal opportunity to all members of the UNC community. In accordance with federal and state law, UNC prohibits unlawful discrimination, including harassment, based on race, color, national origin, religion, age, sex, sexual orientation, pregnancy, disability, genetic information, and/or veteran status. UNC also prohibits discrimination based on gender identity, and gender expression. Retaliation against persons who oppose a discriminatory practice, file a charge of discrimination, or testify for, assist in, or participate in an investigative proceeding relating to discrimination is prohibited. Constitutionally protected expression will not be considered discrimination or harassment under this policy. It is the responsibility of all departments, employees, and students to ensure UNC's compliance with this policy.

ADA Accommodations
The University of Northern Colorado is committed to providing reasonable accommodation to individuals with disabilities. If you require reasonable accommodation in completing this

application, interviewing or otherwise participating in the employee selection process, please direct your inquiries to 970-351-2718 or human.resources@unco.edu.

Background Check
Satisfactory completion of a background check, educational check, and authorization to work in the United States is required after a conditional offer of employment has been made. The successful candidate must submit original transcripts within one (1) month of hire.

This position is contingent on funding from the Colorado State Legislature, approval by the Board of Trustees, and subject to the policies and regulations of the University of Northern Colorado.

Clery Act
In compliance with the Clery Act, the most recent University of Northern Colorado Annual Campus Security and Fire Safety Report is available online. A paper copy can be requested at the UNC Police Department. This report contains crime statistics and policy statements related to safety, conduct processes and Title IX investigations.

Satisfactory completion of a background and education check, receipt of original transcripts within one month of hire, and authorization to work in the United States are required after a conditional offer of employment has been made.

Federal regulations require that the University of Northern Colorado retain all documents submitted by applicants. Materials will not be returned or copied for applicants.

The University of Northern Colorado (UNC) is a Doctoral/Research University enrolling approximately 13,000+ graduate and undergraduate students. The University, founded in 1889, is located in the City of Greeley, which has a growing population of 100,000. Greeley is situated an hour north of Denver and about 30 miles east of the Rocky Mountains. Further information about UNC and Greeley is available at http://www.unco.edu.

This position is contingent on funding from the Colorado State Legislature, approval by the Board of Trustees, and subject to the policies and regulations of the University of Northern Colorado.

The University of Northern Colorado is an Affirmative Action/Equal Opportunity employer that is committed to a culturally diverse staff, faculty, and student body.
The University will not engage in unlawful discrimination in employment or educational services against any person because of race, color, religion, gender, age, national origin, disability, or veteran status. Veteran status and people with disabilities are encouraged to apply. It is the University's policy to prohibit discrimination in employment or educational services on the basis of sexual orientation or political affiliation. The University will likewise take affirmative action to ensure that student applicants and enrolled students are treated during the enrollment at the University without regard to race, religion, gender, age, national

origin, disability or veteran status. Such affirmative action shall include, but not be limited to the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising; layoff, retirement, or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Furthermore, the University will post in conspicuous places, notice setting forth the provisions of this University's Equal Opportunity Policy.

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