Communications Coordinator

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Req No.: 2026-19857

Category: Research/Project

Type: Full-Time Central Staff

Salary: $30.00/Hr

Dept/Proj Name: SDSU Global Campus

Overview

- **This position is open until filled with an initial application review to take place after January 27, 2026.**
- **The salary for this position is budgeted for $30.00 per hour and is non-negotiable.**
- **This position works a hybrid schedule of 3 in-office days per week, and 2 remote days per week.**

The **Communications Coordinator for SDSU Global Campus** researches and writes strategic content that supports student recruitment, engagement, and retention goals. This position creates high-quality, multimedia communications that strengthen the SDSU Global Campus brand and connects with prospective and continuing students. **Responsibilities:** include researching, writing, and editing a wide range of materials-such as marketing collateral, feature stories, recruitment and yield emails, website copy, social media content, and video scripts-ensuring all materials are accurate, professional, and compliant with SDSU brand and accessibility standards.

Working collaboratively with teams across the organization, the incumbent ensures consistent, audience-centered messaging throughout the student journey. The Communications Specialist applies storytelling, content strategy, and digital marketing techniques to produce engaging content that enhances awareness, interest, and enrollment outcomes.

This role also leverages data and performance metrics-including lead generation trends, A/B testing, and engagement analytics-to assess effectiveness, guide strategy, and continuously improve communication efforts.

The ideal candidate will possess exceptional writing, editing, and storytelling skills; experience producing content for marketing and recruitment; and strong research and project management abilities. Proficiency in content management systems, email marketing platforms, and digital communication tools is required, along with the ability to work independently and collaboratively in a fast-paced, deadline-driven environment.

Responsibilities:

Content Creation - 75%

- Write, edit, and review content being shared across multiple digital and print platforms to ensure accuracy, alignment with brand voice, accessibility, and consistency with university standards, while promoting and protecting the SDSU and Global Campus brand(s) and advancing departmental goals.
- Collaborate with marketing team members to develop and implement strategic communications and marketing plans that promote GC and its programs, supporting student recruitment and retention goals aligned with GC metrics and priorities.
- Coordinate storage, sourcing, and keywording of digital assets
- Collaborate with marketing team leadership on sensitive and/or crisis communications.
- Maintain Global Campus communications standards including editorial style, tone and voice as appropriate for strategies and audience.
- Support the update, organization, and maintenance of content on the Global Campus website(s).
- Generate monthly reports of communication initiatives that quantify their success and identify areas of improvement.

Project Management & Collaboration - 20%

- Facilitate discussions with program areas to define project scope, timelines, content needs and accessibility requirements.
- Coordinate communication calendars and project management to ensure content is delivered on time and according to goals and needs.
- Contribute to annual reports, marketing plans, and departmental planning efforts.
- Maintain frequent and regular contact with program partners, faculty, staff, students and alumni to identify newsworthy content for internal/external communications.
- Collaborate with SDSU Strategic Communications teams in the production of releases and announcements.
- Work independently and with a team to produce reliable, high-quality editorial content.

Other duties as assigned - 5%

Qualifications:

Knowledge and Abilities:

- Exceptional oral/written communication (grammar, composition, spelling) and presentation skills with superior language skills.
- Demonstrated general knowledge of electronic, print, interpersonal and marketing communications, in service to complex organizations.
- Ability to work collaboratively and effectively communicate with administrators, faculty, staff, students, alumni and other executives/staff at the University levels and maintain cooperative working relationships.
- Working knowledge of AI technologies and their application in marketing and communication, with the ability to use such tools responsibly to enhance efficiency, creativity, and data-informed decision-making.
- Experience interviewing, researching, writing, editing and proofreading.
- Skill in identifying the optimum messages to be communicated, the appropriate audience, the method of communication and the timing of the communication.
- Ability to work under continuous time constraints and multiple deadline pressures manage priorities effectively.
- Demonstrated commitment to principles of organization brand guidelines.
- Willingness to learn techniques within other platforms such as web, video, audio, social media to tell stories.
- Demonstrated ability to manage multiple projects and competing deadlines.
- Familiarity with the process for ADA compliance in communications and marketing.

Preferred Qualifications:

- Experience with Salesforce, Salesforce Marketing Cloud, Adobe Creative Suite, Canva, and Asana.
- Experience applying digital accessibility standards (e.g., federal, state or University guidance) in communications and marketing work.
- Experience in higher education.

Required Minimum Qualifications:

- Bachelor's Degree in advertising, marketing, communication, journalism, English or related field
- At least two years of experience marketing communications

ADDITIONAL APPLICANT INFORMATION

- Candidate must reside in California and live within a commutable distance from SDSU at time of hire.
- Job offer is contingent upon satisfactory clearance based on background check results (including a criminal record check).

- San Diego State University Research Foundation is an equal opportunity employer. Consistent with California law and federal civil rights laws, SDSU Research Foundation provides equal opportunity in employment without unlawful discrimination or preferential treatment based on race, sex, color, ethnicity, or national origin or any other categories protected by federal or state law.
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