Sr Coordinator, College Student Communications

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Sr Coordinator, College Student Communications Austin Community College

Job Posting Closing Times: Job postings are removed from advertising at **12:00 A.M.** on the closing date e.g., at midnight on the day before the closing date.

Austin Community College employees are required to maintain a domicile in the State of Texas while working for the college and throughout the duration of employment. - AR 4.0300.01

If you are a current Austin Community College employee, please click this link to apply through your Workday account.

Austin Community College is a public two-year institution that serves a multicultural population of approximately 41,000 credit students each Fall and Spring semester. We embrace our identity as a community college, as reflected in our mission statement. We promote student success and community development by providing affordable access, through traditional and distance learning modes, to higher education and workforce training, including appropriate applied baccalaureate degrees, in our service area.

As a community college committed to our mission, we seek to recruit and retain a workforce that:

- Values intellectual curiosity and innovative teaching
- Is attracted by the college's mission to promote equitable access to educational opportunities
- Cares about student success and collaborates on strategies to facilitate success for populations including; first generation college students, low-income students, and students from underserved communities.
- Focused on student academic achievement and postgraduate outcomes
- Welcomes difference and models respectful interaction with others
- Engages with the community both within and outside of ACC

Job Posting Title:
Sr Coordinator, College Student Communications

Job Description Summary:
The Sr Coordinator of College Student Communications develops and implements comprehensive strategies to engage and communicate with ACC students, driving

enrollment, retention, and completion outcomes. This role leads strategic communications planning, oversees multi-channel messaging, and ensures students have timely and relevant information to support their success.

Job Description:

Supervision Received and Exercised

Operates under the direct supervision of the department manager or designated supervisor. While the role does not typically include formal supervisory responsibilities, the position may supervise student employees or interns, and collaborates extensively with stakeholders across the College to align messaging priorities and ensure strategic execution of communication initiatives. The position is expected to work independently on routine tasks while seeking direction for more complex assignments.

Competency Expectations

- Coordinate activities within programmatic area and/or department.
- Create, maintain, and execute detailed plans for small to medium sized activities, initiatives, and/or projects.
- Coordinate college personnel (possibly including outside personnel or industry partners) to support the planning, delivery, and execution of programs; coordinates schedules, hourly staff, materials, and participant documentation to ensure smooth operations and successful outcomes.
- Supports essential operational coordination for department
- May be expected to train, coach, direct, and coordinate assigned personnel while adhering to organizational human resource policies and procedures as well as related employment laws.

Description of Duties and Tasks

- Develops and manages strategic communications plans that keep students informed about key dates, resources, and opportunities.
- Leads comprehensive campaigns targeting current and prospective students, ensuring alignment with collegewide goals.
- Oversees student-focused digital platforms, including Current Student web content, Student InfoHub, and Basic Needs Systems communications.
- Collaborates with cross-functional teams and serves as liaison with departments such as Advising, Enrollment, Financial Aid, and Student Life.
- Designs and implements messaging strategies that reflect ACC's brand voice, tone, and mission.
- Analyzes communications effectiveness through engagement metrics, web traffic, and conversion data; reports findings and recommends improvements.
- Incorporates student feedback to continuously refine outreach approaches.

- Coaches colleagues on effective communication strategies and contributes to professional development efforts.
- Represents student communication perspectives in committees and project teams.

Job Requirements

Knowledge:

- Understand and apply administrative procedures, principles, and practices.
- Utilize organizing and planning practices.
- Operate learning management systems and web learning tools.
- Plan and manage events efficiently.
- Apply supervisory principles, practices, and methods.
- Understand the services and functions of educational institutions.
- Knowledge of best practices in student communications, digital engagement, and content marketing.
- Familiarity with social media platforms, SEO, and emerging technologies including artificial intelligence.

Skills:

- Effectively using interpersonal and communications skills, including tact and diplomacy with multicultural constituencies.
- Effectively using organizational, managerial and event planning skills with attention to detail and follow-through.
- Maintain confidentiality of work-related information and materials.
- Resolve scheduling and/or resource deployment issues and conflicts.
- Focus on achieving optimum levels of service and maintaining high ethical standards and attention to compliance with college policies and regulations.
- Demonstrate initiative and determination to provide valuable and timely services .
- Exhibit exceptional phone, email, written and oral communication, customer service and organizational skills.
- Demonstrate sensitivity to and understanding of the multicultural academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.
- Possess supervisory, coaching and interpersonal skills as well as the ability to think independently and proactively solve problems.
- Intermediate/advanced proficiency using standard office software applications.
- Experience with omni-channel campaign execution, website content management systems, and email platforms.
- Ability to collect, analyze, and report on communication performance metrics.

Competencies Required for Promotion to Senior Coordinator:

- Project Coordination: Autonomously organizes and manages activities within programmatic areas, ensuring all elements align with project and departmental goals.
- Project Planning: Leads development of comprehensive project plans for small to medium-sized initiatives, showing attention to detail and effective time management.
- Stakeholder Collaboration: Demonstrates strong coordination skills by effectively engaging with college personnel and external partners, including industry stakeholders, to achieve project objectives.
- Operational Support: Oversees coordination of special, innovative departmental initiatives, demonstrating a commitment to organizational efficiency.
- Leadership and Training: Shows proficiency in training, coaching, and directing assigned personnel, adhering to organizational policies and employment laws to foster a collaborative work environment.

Minimum Qualifications

Education:

- Bachelor's degree.
- Four (4) years of related work experience OR Associate's Degree plus two (2) years of related work experience can be substituted for the required education (plus the required experience noted below).

Experience:

1 year of related experience.

Preferred Qualifications

Education:

Bachelor's degree in marketing, communications, journalism, business, or a related field, or equivalent combination of education and experience.

Experience:

- Five (5) years of professional communications or marketing experience in higher education.
- Experience with search engine optimization (SEO) and AI-based communication tools.
- Experience with content management systems, customer relationship management (CRM) platforms, and analytics tools.

Physical Demands and Work Environment

Physical Demands:

Standard office environment.

Work Environment:

This position falls under ACC's Remote/In-Person framework.

Salary Range (PG 121)

$57,773 - $72,216

Number of Openings:
1

Job Posting Close Date:
February 12, 2026

Clery Act

As required by the US Department of Education, employees are required to report violations under Title IX and, under the Jeanne Clery Disclosure of Campus Security Policy and Crime Statistics Act (Clery Act), select individuals are required to report crimes. If this position is identified as a Campus Security Authority (Clery Act), you will be notified, trained, and provided resources for reporting.

Disclaimer

The above description is an overview of the job. It is not intended to be an all-inclusive list of duties and responsibilities of the job, nor is it an all-inclusive list of the skills and abilities required to do the job. Duties and responsibilities may change with business needs. ACC reserves the right to add, change, amend, or delete portions of this job description at any time, with or without notice. Employees may be required to perform other duties as requested, directed, or assigned. In addition, reasonable accommodations may be made by ACC at its discretion to enable individuals with disabilities to perform essential functions of the job.

To apply, please visit: https://austincc.wd1.myworkdayjobs.com/en-US/External/job/Highland-Campus/Sr-Coordinator--College-Student - Communications_R-8855

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