

<b>Employee Name:</b>	<b>Position Control Number:</b> 01099325
<b>Department/Division:</b> ITS	<b>Classification Title:</b> Information Officer 2
<b>Prepared By:</b> Robin Honken/Dave Gresham	<b>Working Title:</b> IT Communication Officer
<input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> Exempt: <input type="checkbox"/> Executive <input type="checkbox"/> Professional <input type="checkbox"/> Administrative <i>If Exempt, attach required documentation</i>	
<input checked="" type="checkbox"/> Unlimited <input type="checkbox"/> Seasonal <input type="checkbox"/> Temporary <input type="checkbox"/> Limited	If seasonal, list months during the season worked:
<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Intermittent Percent if not full-time ____ %	<b>Date Prepared:</b> 4/26/16

This position description accurately reflects my current job.	This position description reflects the employee's current job.
<b>Employee Signature</b>	<b>Supervisor Signature</b>
<b>Date</b>	<b>Date</b>

**POSITION PURPOSE** *(why position exists; how it helps accomplish mission of the department/division)*

This position coordinates all communication for Information Technology Services (ITS), including all aspects of the eWarrior program. The eWarrior program provides mobile devices to approximately 10,000 students, faculty and staff on campus. This includes managing a marketing strategy for IT which includes the design, development and maintenance of Winona State University Information Technology internal and external web environments, all printed marketing material and images, and WSU digital signage content and design. This position will also assess communication strategies for IT and adjust when needed.

**RESPONSIBILITIES AND RESULTS**

1. This position will serve as a marketing and communication professional for all internal and external ITS communication. This position will attend all IT Leadership and Project meetings with the intent of contextualizing content for disbursement to internal and external audiences. This position is responsible for creating and adhering to a marketing strategy, maintaining an IT communications calendar, and creating and sending all IT communications to the WSU Community. This position will work closely with the Warrior Hub staff to ensure communication to students is structured, scheduled and consistent in language. This position will be responsible for measuring and assessing communication strategies. This includes examining WSU’s website google analytics, email open rates, and receiving feedback from internal and external audiences through surveys and focus groups. Through these assessment measures, lead efforts to adjust our communication strategies as needed.

**Priority: Essential      Percent of Time: 50%**

2. Manages the design, development and maintenance of ITS internal and external websites and social media sites (Facebook and Twitter). This includes creating a process for updating the WSU IT website, the Technology Knowledgebase Wiki, AskWSU and any other sites where IT information is presented. This position will work closely with University Marketing and Communications staff on adhering to web and social media best practices. This position also manages design and content of campus digital signage system to ensure consistent formatting of messages for clear and concise messaging.

**Priority: Essential      Percent of Time: 20%**

3. Assist with project management communication. Work with the Project Management Office to communicate with specific project members and the clients they serve.

**Priority: Essential      Percent of Time: 15%**

4. Creating and updating all printed marketing materials for Information Technology and the eWarrior Program. This also includes maintaining a professional image library for web and printed marketing materials.

**Priority: Essential      Percent of Time: 10%**

5. Perform other duties as assigned to ensure the smooth functioning of the department and maintain the reputation of the organization as a viable business partner and professional development.

**Priority: Secondary      Percent of Time: 5%**

*Priority: Essential*=if responsibility is reason job exists, is a highly specialized task or one that requires special education or training licensure, requires a great % of time, has a high level of accountability (consequences are considerable to others or the institution if failure to perform), the responsibility is essential; *Secondary*=if not essential, then responsibility is secondary; **Discretion (optional)**: A=Employee investigates situations, makes decisions, takes appropriate action reports by exception and through normal review processes; B=...reports to supervisor immediately after action is taken; C=...makes decisions with supervisor....reports to supervisor immediately after action is taken; D=Employee discusses situations with supervisor before investigation, makes decisions with supervisor, takes appropriate action, and reports to supervisor immediately after action is taken.

## **KNOWLEDGES, SKILLS, AND ABILITIES**

### **Minimum Qualifications** *(expected to have to enter job)*

- Bachelor's degree in Communications, Journalism, Business, Public Relations or related discipline; or an equivalent combination of work experience and education;
- Five years' recent experience in marketing and communications (two years' recent experience in website design and maintenance)
- Ability to manipulate and optimize images for the web
- Ability to lead a team tasked with creating a marketing strategy
- Project management skills sufficient to lead a project with a firm deadline
- Ability to effectively communicate complex technical ideas and procedures to technical and non-technical personnel verbally and in writing

### **Preferred Qualifications** *(desired but not expected to have to enter job)*

- Fluent in the use of digital marketing and media solutions, such as Adobe Illustrator and Photoshop

## **RELATIONSHIPS**

**This Position Reports to** *(provide class title, not person's name):* AVP for Academic Affairs/Chief Information Officer (CIO)

**Internal and External Clientele and Purpose of Contact** *(the most significant job related contacts)*

Internal IT staff and external WSU Community

**PROBLEM SOLVING** *(most difficult types of problems to resolve and consequence of error/non-resolution)*

This position requires the knowledge and ability to solve problems quickly and independently in a fast-paced environment. This individual will need to make critical judgments affecting large groups of WSU community members, such as how best to communicate to the community regarding issues related to the eWarrior (\$7m laptop) program, critical infrastructure/backend-service problem resolution affecting academic and business-process information and other either time-critical or complex issues. High levels of creativity and an advanced analytical thought process is required when adapting communications to specific audiences.

## **FREEDOM TO ACT**

**Budget** *(\$ authority and/or type of impact on budget, i.e., signatory, manage, monitor, recommend)*

Position has no role in monitoring budget. Recommendations for expenditures will be made to the CIO. Examples include communications expenditures such as print materials and other mass marketing materials or services that are designed to communicate with large audiences and electronically track the impact of individual communiques or campaigns in order to give feedback to the CIO and other members of the IT Services Leadership team, ie the unit directors.

**Decision(s) Position Makes and Decision(s) Referred to Higher Authority**

The level of responsibility assigned to this position requires that it have the ability to make decisions without consultation with higher authority except on issues having budgetary impact outside of the resources assigned to the position. These resources include, but are not limited to, email, tools in the WSU Customer Relationship Management toolset, and more traditional means like printed materials. The incumbent will work with those in IT Services leadership positions on developing guidelines on routine and unique communications standards and procedures and then carry out as needed with minimal consultation.

All employees must comply with department and institution procedures and policies, MnSCU policies and procedures, as well as local, state and federal laws, regulations, guidelines and business and industry standards.

*This description is intended to indicate the kinds of tasks and level of work difficulty required of the position. It is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar level of difficulty.*