

# Just DePaul

## Communications Manager Job Description

### Just DePaul summary:

Established in September 2021, Just DePaul is a new institution-wide umbrella for reflection and action, hosted in the Division of Mission and Ministry (DM&M), aimed at advancing the agenda of DePaul's Mission Statement; particularly, that "[t]hrough education and research, the university addresses the great questions of our day, promoting peaceful, just, and equitable solutions to social and environmental challenges."

### Communications Manager summary:

The Communications Manager position is an entry level role with room for advancement. The role is an opportunity to hone your knowledge and skills in organizational and institutional communication as part of a supportive and forward-thinking team.

As Communications Manager, you will help us to understand and reach new digital audiences for our internal and external audiences and programming. In addition to managing our brand and communications across channels, you will use data to drive the creation of compelling content and campaigns that ultimately increase the reach and impact of our work. You will work closely with our Experience Designer and Director of Marketing & Communications to manage promotional content strategy across DM&M and ensure that the growth of our audience supports both programmatic awareness and impact. Additionally, the position represents DM&M as the front-facing person in our Richard M. and Maggie C. Daley Building office and provides key logistical in-person support to visitors and staff.

### You should consider applying if:

- You love using data and insights to make groundbreaking stories and ideas accessible and compelling to a broad audience
- You get energy from working collaboratively and using your skills to help others achieve their goals
- You are ready to reshape the conversation about social and environmental justice efforts in Chicago and beyond

### Location:

This position is based in DePaul's Loop Campus with infrequent travel to the Lincoln Park Campus. While some of the work can be done remotely, most will be done in-person.

### Responsibilities:

- **Manage external communication channels to drive audience growth**
  - Manage social media content across all channels, including writing posts, creating visuals, scheduling and customizing messages for each platform with overseer to help curate content

- Consult on newsletter strategy and content
- Monitor analytics across all digital channels
- Implement strategy for paid promotions to drive digital audience growth
- Maintain a multi-platform monthly/quarterly content calendar and coordinate with team members to ensure an effective publishing cadence
- Manage digital communications for marketing campaigns
- Consult on promotional campaigns for projects and new program initiatives
- Update content on Just DePaul's website and consult on website design
- **Monitor messaging, brand identity, voice, and tone across the organization to ensure effective brand strategy**
  - Create and maintain guides to train team on brand guidelines
  - Conduct final review of materials for brand consistency
  - Co-manage contractors (illustrators, graphic designers, etc.) with Just DePaul Associate Director as needed to produce Just DePaul assets (presentations, social posts, annual report, etc.)
  - Organize digital assets, including photography and past promotional materials
- **Analyze reach and engagement across channels and propose tactical adjustments to meet long-term audience growth goals**
  - Facilitate regular marketing meetings for team
  - Report out metrics and insights from analytics at team meetings
  - Collect feedback from team and make recommendations to improve the reach and engagement with digital products
- **Staff the Division of Mission & Ministry's 14 E. Jackson front-desk**
  - Duties include greeting and supporting visitors, answering and directing phone calls, maintaining supply inventory and general tasks

## **Qualifications:**

- Minimum 2-3 years of experience managing organizational social media accounts, i.e. you know from experience what it takes to maintain a consistent brand identity and presence across multiple digital platforms
- Excellent communicator, able to provide and manage input across diverse teams in a remote setting
- Strong writing and multimedia production skills
  - Proven ability to craft and edit compelling copy for digital audiences
  - Keen eye for what makes good social content
- Deep cultural competence; ability to write/produce media for diverse audiences
- Demonstrated understanding of audience analytics for social media platforms, email newsletters and Google Analytics. Skilled at drawing insights from data to inform decision making
- Working knowledge of social media and digital marketing platforms including:
  - Ability to articulate and execute best marketing practices across Facebook, Twitter, Instagram and email
  - Experience setting up and managing paid digital promotions

**Schedule:**

- To be determined with the supervisor on a quarterly basis.
- Position is for 25 hours/week throughout the academic year with potential to work 35 hours/week during the breaks.

**Compensation and support:**

- \$20/hour
- A culture of intentional professional development and organizational learning—DM&M staff hold regular share outs to learn from one another and hold regular community check-ins to connect and surface feedback on policies and practices.

**Our Timeline:**

We are projecting the following timeline for this hiring process. We will notify candidates of any shifts as we move through the process.

- Application closes Friday, August 5th 2022
- Within one week of closing applications, you will know if you have moved onto the interview stage
- Within one week of your interview, you will know if you moved onto the case exercise stage
- Within one week of your case exercise completion, you will know if you moved onto the final interview

**Screening questions:**

1. What unique skills and/or experiences would you bring to this position? (Answer: Short Answer)
2. Describe a situation where you assisted a co-worker. What was your involvement and what was the outcome? (Answer: Short Answer)

**Supplemental documentation:**

1. Please submit an example from your portfolio along with your social media handle.

**Apply at:**

[DePaul's Campus Job Board](#)

**Contact:**

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