



DATE ISSUED: 03/07

FLSA: Exempt

PTO: VCS

JOB DESCRIPTION

TITLE

Coordinator, Distance Education Communications

JOB SUMMARY

Responsible for the development and implementation of an overall communications plan for e-learning at TWU to include targets, strategies, and message. Work is performed by determining own work methods and solves problems utilizing technical/specialized knowledge and/or experience and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Director, Distance Education

Supervises: No supervisory responsibilities

PRIMARY DUTIES - *May include, but not limited to the following:*

Develops promotion/communication plans for various activities planned by Lifelong Learning.

Develops newsletters and publications in a variety of media for faculty, students and staff.

Develops strategic e-learning recruitment plans in cooperation with Admissions, Student Life, and Marketing.

Develops electronic presence for TWU's e-learning activities, including Pioneer TV and Blackboard.

Provides online contact with Marketing to promote e-learning enrollment numbers and achievements.

Advises academic units on use of multimedia to promote their online activities.

Designs, develops, and maintains TWU's e-learning website.

Works on special projects related to the advancement of e-learning at the University.

Ensures that information regarding University support services is provided to the program and community at large.

Assists in budget preparation.

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ADDITIONAL DUTIES

Makes appointments to visit with academic units to discuss e-learning activities and follow-up communication.

Researches issues in instructional technologies and online communication.

Serves on campus-wide and intra-departmental committees.

Investigates multimedia and new media opportunities.

Conducts surveys and creates reports regarding the effectiveness of TWU's e-learning communications plan.

Attends appropriate conferences and seminars to maintain an up-to-date knowledge of emerging technologies and online communications.

Presents on topics related to e-learning and TWU activities at local, state, or national conferences.

Performs other duties as requested.

EDUCATION

Bachelor's Degree in Information Technology, Marketing, Journalism, Public Relations, Web Design or other related field. Master's preferred.

EXPERIENCE

Minimum of three years experience in working with web, e-mail and print communications. One year of professional experience in an e-learning program. Additional education may substitute for professional experience.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

Basic knowledge of web design is required.

Excellent presentation, oral/written communication and facilitation required.

Awareness of emerging technologies and ways that individuals interact with those technologies.

Ability to work with students and faculty and understand the higher education environment is preferred.

Ability to work under tight deadlines.

Ability to successfully solve problems.

Ability to use a personal computer and other office equipment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable

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accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; clean; sit; sort; hold; squat; stoop; stand; twist the body; walk; and write walk; use hands to finger; handle, or feel objects, tools or controls; reach with hands and arms; talk or hear. The employee must have the ability to occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include ability to distinguish the nature of objects by using the eye.

WORK ENVIRONMENT

Employees are responsible for performing their duties in an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed primarily indoors in an office setting. The noise level in the work environment is low to moderate. While performing the duties of this position, the employee may be required to travel.

SAFETY

Assists in the creation of a culture of safety and environmental protection by performing work safely in accordance with departmental safety procedures. Operates equipment safely and reports any unsafe work conditions or practice to supervisor.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran's status, or against qualified disabled persons.

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All positions at Texas Woman's University are deemed security sensitive requiring background checks.