

Job Code: 101485
Position#: (PSA) (E)
Developed by: DL
Reviewed by:AMC
Approved by:AMC
Date:08/26/2021

**UNIVERSITY OF RHODE ISLAND
POSITION DESCRIPTION**

TITLE: Coordinator, New Parent/Family Communication & Engagement

DIVISION: Academic Affairs (Undergraduate Admission/University College)

REPORTS TO: Associate Director, Campus Visit Experience & Welcome Center
Coordinator, University College/Orientation

GRADE: 10

SUPERVISES: Student staff

BASIC FUNCTION:

Support the Office of Admission, New Student Programs, and campus partners engagement efforts with new parents and supporters to contribute to the University's student success and retention efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Oversee the connection with new parents and supporters during the recruitment, yield, orientation, and transition phases of joining the URI community.

Manage the University's official new parent and supporter social media account(s) including monitoring conversations and comments, approving membership to ensure that members are connected to a prospective/enrolled student at URI, and appointing administrators/moderators as needed.

Plan in-person and virtual events/portion of events with the audience of new parents and supporters.

Participate in the organization and implementation of the family portion of New Student orientation.

Identify ways to engage parents and family members who may not be connected with the University's traditional social media accounts.

Contribute to the University's diversity and inclusion efforts by welcoming and supporting all parents and family members through strategic communication and outreach.

Supervise, train, and support social media student ambassadors and outreach to current students to provide new parents and supporters student perspectives.

Connect with campus partners to inform them of questions stated about their area and when appropriate gather and share responses to communicate to new parents and supporters.

Respond to individual communications with new parents and supporters who have specific concerns or questions.

Collaborate with communications and marketing colleagues to create targeting communication to new parents and supporters including but not limited to mailings, emails, and texts.

Develop and maintain the New Student Checklist and monitor and review the new student website for events and content updates.

Develop parent/family resource page that could be separate, or in conjunction with other resources and websites.

Track themes through months/seasons to be prepared for the next season to pre-emptively communicate.

Analyze data to determine areas of strength and improvement for the University with this population. Provide feedback, training, and support to help various offices have better communication with parents and family members.

OTHER DUTIES AND RESPONSIBILITIES:

Work various recruitment and yield events.

Perform additional duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers, word processing, database and spreadsheet software. Microsoft Office Suite and G Suite. Social media platforms (Facebook and Instagram).

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Demonstrated familiarity with the undergraduate programs at URI; Demonstrated experience working with parents and supporters of college students; Demonstrated strong verbal and interpersonal communication skills; Demonstrated proficiency with written communication skills; Demonstrated organizational skills; Demonstrated ability to prepare and deliver oral presentations; Demonstrated ability to use Microsoft Office Suite and G Suite; Demonstrated ability to use social media platforms (Facebook and Instagram); Demonstrated higher education experience in a college or university setting; and, Demonstrated ability to work with diverse populations/groups.

PREFERRED: Master's degree.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.