Role Title: Family Access Communications Planner  
EM Student Employee Account: 00013000

The NAU FACTS (Family Access, Communication, Transition, and Support) program is a new NAU program aiming to expand support for families throughout their student’s journey to college and while at NAU. FACTS aims to broaden access to higher education to more Arizonans and increase educational attainment. The FACTS program is looking for a motivated Graduate Student Assistant to assist with developing a strategy for content creation and tracking in The Lumberjack Family Hub, a newsfeed and portal where families of prospective and current NAU students can find resources to support their student to be college ready, successful while they are in college, and beyond!

Office hours are Monday – Friday 8 AM – 5 PM. Ideally, the Graduate Student Assistant would work between 15 to 20 hours a week. Options for remote and hybrid work are available.

Along with a completed job application, a resume and at least one professional reference is required.

Duties and Responsibilities:

Under supervision by the Community Program Coordinator, the graduate student will:
- Work independently or collaborate with the Community Program Coordinator to develop, coordinate, and implement communication strategy based on best practices, student input, analytical data, and program needs
- Complete data analysis and research regarding communication effectiveness
- Identify areas of opportunity to improve content based on engagement metrics reporting
- Coordinate with departmental partners to identify and develop creative communication projects
- Develop an annual communication plan that is cyclical and based on academic year activities
- Develop a process that coordinates with NAU offices or departments to request content
- Review drafts of created content to ensure adherence to the NAU voice
- Assist the team with content creation and communications projects as needed
- Collaborate with, train, evaluate, and/or supervise other student employees on the team
- Work closely with external 3rd party partners to improve the user experience and tool efficacy
- Interact with external departments, divisions, faculty/staff, students, and community members to represent the university when necessary
- Other duties as assigned – related to communications and tool strategy and deployment

Minimum Qualifications:
- Must be an active full-time NAU graduate student
- Must have and maintain a 2.0 GPA or higher
- Strong organizational skills, including attention to detail
- Ability to communicate professionally and demonstrated professional demeanor in the workplace environment
Preferred Qualifications:

- Excellent understanding of communication strategy and best practices
- Experience in interpreting quantitative data to draw conclusions on messaging efficacy
- Ability to understand and interpret analytical data from written posts engagement
- Excellent written and verbal communication skills
- Strong leadership skills and the ability to work independently.
- Time management skills: must manage various tasks to ensure the desired due date is met
- Demonstrate the ability to manage multiple priorities at once
- Ability to read and write in Spanish
- Ability to effectively communicate, receive feedback and implement edits
- Ability to work effectively with people from a variety of culturally diverse backgrounds

Knowledge, Skills, and Abilities:

- Proficient with Microsoft Office Suite (Excel, PowerPoint, Word, etc.)
- Strong planning and organizational skills
- Ability to manage multiple priorities
- Capacity to stay on task and ask questions when unsure about tasks
- Ability to work with people from a variety of culturally diverse backgrounds

Interested applicants can submit a resume, cover letter or statement of interest, and two references to marcela.pinoalcaraz@nau.edu