Job Description

**Job Title:** Student Portal Engagement Specialist  
**Department:** Student Success Office  
**Reports To:** Manager, Student Engagement and Communications  
**Jobs Reporting:** None  
**Salary Grade:** USG 8  
**Effective Date:** February 1, 2018

**Primary Purpose**  
As a key member of the Integrated Communications team, and reporting to the Manager, Student Engagement and Communications in the Student Success Office, the Student Portal Engagement Specialist will manage the continued evolution of the student portal and other student engagement initiatives aligning with the strategic priorities and goals of the student success office. Responsibilities include setting priorities, liaising with development team, student engagement planning, communications planning, Portal community management, and daily support for the student portal with the goal of raising awareness and increasing adoption and ensuring the project’s ongoing success

**Key Accountabilities**

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<th>Research, plan and implement student engagement programs</th>
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<tr>
<td>• Research, develop and maintain annual plans for portal student engagement including booothing, hackathons, and in-app feedback mechanisms.</td>
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<td>• Under the direction of the manager, student engagement and communications, plan termly student engagement opportunities. Seek feedback from students and assess initiatives for future planning.</td>
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<td>• Share data and insights with the SSO team and campus partners in a variety of formats and channels.</td>
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<td>• Hire, coach and schedule Student Engagement support staff for booting and other outreach opportunities</td>
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<th>Liaise between SSO and development team to set and manage priorities</th>
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<td>• Under the direction of the manager, student engagement and communications, and based on data-driven, student-centric research, set termly priorities for features and benefits of student success technology tools (i.e. student portal)</td>
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<td>• Collaborate with IST to set priorities, requirements and builds. Manage develop calendar and workback schedules.</td>
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<td>• Collaborate with SSO colleagues and campus partners to understand emerging student needs and requirements</td>
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<td>• Assist university stakeholders with understanding student needs, technologies and focus areas which translate into the success of supported online platforms and applications</td>
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<td>• Maintain a strong focus on UI/UX (user-interfact/user experience) to adapt to continuous changes in emerging platforms, technology and trends</td>
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<th>Provide daily support and community management</th>
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<td>• Responding to portal inquiries, etc.</td>
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<td>• Ongoing Student Consultation Groups to continuously engage the Portal community to ensure we are satisfying student needs</td>
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Job Description

- Research, develop and maintain annual plans for portal development features based on student needs and feedback.
- Set timelines, workback schedules, milestones, and progress meetings. Report regularly on project goals and status to key stakeholders and SSO management team.
- Adjust and evolve project plans at key milestones.
- Develop long and short term build requirements and schedule roll out plans with support from the Manager, Student Engagement and Communications.

Maintain a strong understanding of current trends and best practices for communicating with and engaging student audiences

- Maintain clear understanding of student audience technologies, trends and communication preferences with respect to receiving and sharing information and translate into tactics for enhancing just-in-time message delivery.
- Provide expert student communications design and student experience knowledge in relation to advancing SSO strategic priorities, including the student portal.
- Strong understanding of student services and student programs that enhance the academic, health/wellness and social development of students on campus.
- Awareness of current department and campus-wide initiatives, best practices at other universities and current research focusing on student engagement.

Required Qualifications

Education
- Bachelor’s degree in related discipline and/or diploma in program/project management
- Or equivalent education and experience

Experience
- 3+ years of experience in a technology project or program management role
- 1-2 years of experience in mobile app or web app project work
- 1-2 years of experience in event planning – preferably for a student audience
- Experience and knowledge of student engagement best practices
- Experience and knowledge of web mobile app UI/UX design principles
- Experience and knowledge of accessibility requirements (AODA)
- Experience writing copy for a student audience
- Experience engaging with student in person, via email, social media, and digital platforms

Knowledge/Skills/Abilities
- Advanced: MS Office suite of products (Word, Excel, PowerPoint)
- Intermediate: email marketing campaign and distribution platforms (MailChimp)
- Intermediate: web content management system (WCMS – Drupal)
- Intermediate: web-based project management platforms (Smartsheet)
- Intermediate: social media platforms and tools (Hootsuite)
- Strong project management skills
- Strong communication skills – both oral and written
- Strong organizational skills
- Effective time management skills

Nature and Scope
- **Contacts:** Internally, communicates with colleagues within the Student Success Office and key stakeholders from across campus; direct contact with student audiences through engagement
programs in person and online; some external contact with vendors, families, and the general public through events.

- **Level of Responsibility:** Manages a key, high-profile campus mobile app and website. Responsible for ensuring the successful implementation of student engagement initiatives.

- **Decision-Making Authority:** Makes daily decisions about projects and initiatives within the responsibilities of the role, directing the focus and scope of projects; determines the optimal course of action to solve problems, and exerts a positive and at times persuasive influence on campus stakeholders.

- **Physical and Sensory Demands:** Minimal demands typical of an office position. May require continuous standing and carrying equipment and supplies for student booting and other student engagement events.

- **Working Environment:** Mostly office-based work with some on-campus event-based work. On occasion, work outside of normal business hours may be required.