



## Communication & Strategic Initiatives Specialist

<b>Recruitment #:</b>	S2574
<b>Review Date:</b>	Open   Open until filled
<b>Department:</b>	Admissions / Academic Affairs
<b>Salary Rate:</b>	\$54,925 - \$64,617

### About Western Oregon University:

Western Oregon University is a regional public, mid-sized university – committed to changing lives, strengthening communities and transforming our world. Located in Monmouth, the heart of Oregon’s lush Willamette Valley, WOU is about 20 minutes from Salem, the state’s capital and about 75 minutes from Portland, the state’s cultural hub.

Western is one of Oregon’s oldest public institutions of higher education and was incorporated into the state system as a teacher training institution in 1882. The university offers undergraduate and graduate degrees in arts and sciences, education and professional areas. It’s known for small class sizes, a focus on sustainability and a diverse liberal arts education in a student-centered environment. Western is a Hispanic Serving institution, with over 40% of undergraduates being students of color.

### Position Summary:

The Communications & Strategic Initiatives Specialist is responsible for developing and executing a comprehensive communication strategy and supporting strategic initiatives that advance student recruitment and yield efforts within the undergraduate admissions office. Key responsibilities include creating and distributing compelling content, managing and maintaining the admissions website, designing and implementing targeted email marketing campaigns, and using data analytics to inform ongoing communications efforts. The role also involves managing CRM-related projects to improve operational efficiency, coordinating with internal departments and external partners to align outreach strategies, and supporting cross-functional initiatives that enhance prospective student experiences. As a representative of WOU, this position plays a vital role in promoting the university to prospective students and their families.

[Click here](#) for the complete position description which includes knowledge areas and preferred qualifications.

**Required Qualifications:** Please ensure your application materials clearly demonstrate how you meet the following:

- Bachelor’s degree
- Excellent troubleshooting and problem-solving skills
- Excellent organizational skills and ability to manage multiple priorities
- Excellent interpersonal and communication skills, both verbal and written
- Demonstrated ability to learn, use, and manage new technologies and software systems

**How to Apply:** Please upload the following required materials within the application portal.

Applications missing any of the required documents will not move forward for consideration. Please include only the materials listed below:

1. WOU Employment Application form [available here](#) - unclassified/faculty
2. Cover Letter that outlines your qualifications and how they align with the position
3. Resume/CV

4. Unofficial transcripts for your highest degree earned
5. Complete and submit the Reference Check form, [available here](#) along with your application

### **Background/Education Check:**

A criminal background check will be completed as a condition of employment. Education checks are processed for positions requiring a formal degree as a minimum requirement.

### **Benefits:**

Western Oregon University offers an excellent benefits package for eligible employees which includes 95% premium paid healthcare, a generous retirement and vacation package, and reduced tuition rates for employee, spouse or dependent at any of the Oregon Public Universities. <http://www.wou.edu/hr/benefits/>

### **Equal Employment Opportunity:**

Western Oregon University is an equal opportunity employer. We do not discriminate based on race, color, national origin, gender, gender identity, sexual orientation, age, disability, religion, veteran status, or any other characteristic protected by law. We embrace our differences, and know that our diverse team is a strength that drives our success.

### **Accommodation Requests:**

Western Oregon University is committed to developing a barrier-free recruitment process and work environment. If you would like to request disability-related accommodation(s) to participate in a WOU activity or event, please complete the [online request form](#) at least three (3) business days in advance. If you have questions, contact Desiree Noah at [noahd@wou.edu](mailto:noahd@wou.edu).

### **Veterans Preference**

Applicants are eligible to use Veterans' Preference when applying with Western Oregon University in accordance with ORS 408.225, 408.230 and 408.235; and OAR 105-040-0010 and 105-040-0015. Preference will be given only if the applicant meets the minimum criteria of the position and electronically attach the required documentation at the time of application. For information regarding Veterans' Preference qualifications, visit <http://www.oregonjobs.org/DAS/STJOBS/vetpoints.shtml>

*To stay informed about the status of this search, we encourage you to regularly visit our careers page at [wou.edu/hr/employment/jobs/](http://wou.edu/hr/employment/jobs/). Due to the high volume of applications we receive, we are unable to provide individual updates regarding the status of each application. We appreciate your understanding and sincerely apologize for any inconvenience this may cause. Thank you for your interest in employment at Western Oregon University.*