



HARVARD COLLEGE

Dean of Students Office

Associate Communications Manager (LHT)

About the Dean of Students Office:

The Harvard College Dean of Students Office (DSO) is dedicated to building a campus residential and social community that is welcoming, open, and accessible to all students. The department is comprised of five key units including Residential Life; First-Year Experience; Equity, Diversity, and Inclusion; Student Engagement; and Administration and Finance. The Associate Communications Manager (LHT) will play a key role in coordinating digital communications and marketing efforts that help achieve the office's mission of cultivating engagement, belonging, and respect; fostering an integrated living and learning community; and inspiring self-discovery among Harvard College students.

About the role:

Reporting to the Director of Digital Strategy and Design for DSO and Student Services, this position will work closely with Dean of Students Office staff and other campus partners to promote services, resources, and events that communicate the work of the DSO and enhance the student experience at Harvard College. This role is a less than half-time (LHT) position that has the potential to expand.

Responsibilities:

Email Communications

- Work with the First-Year Experience Office and Office of Undergraduate Education to compose emails, newsletter content, and advise on strategy for email messages to incoming first-year students
- Manage the Dean of Students Office editorial calendar to plan and schedule all digital communications. Work with staff to populate the calendar with upcoming events, deadlines, campaigns and other key messages
- Compose and design emails to students and staff on behalf of DSO leadership including the Dean of Students and Associate Deans and support timely email requests from Harvard College Communications when necessary
- Design email templates for newsletters and event-specific communications in Mailchimp as needed
- Update DSO student and staff lists in Mailchimp

Website Management

- Manage the DSO website transition from the Open Scholar platform to HarvardSites (Drupal), assisting with stakeholder management, content audits, site build, user research and accessibility testing
- Maintain the existing DSO website to ensure that content is up to date and accessible

Digital Strategy

- Measure and analyze engagement, open/click through rates, social media metrics, website traffic, and other data to evaluate campaign success and identify areas for improvement
- Ensure all digital communications and online content is compliant with the Harvard Digital Accessibility Policy. Stay current on evolving best practices and regulations regarding digital accessibility.

Project Management

- Hire and supervise 2 graduate assistants to support DSO communications projects
- Coordinate with vendors as needed to support communications and marketing projects requiring external resources

Training and Documentation

- Provide training and support to Dean of Students Office staff on key communications platforms and channels. Act as a resource for staff on best practices, guidelines, and workflows for digital communications.
- Develop documentation for DSO communications processes, guidelines, and best practices. Create style guides, workflow documents, and other reference materials to support staff and maintain institutional knowledge.

Additional Duties

- Develop and design graphics for DSO communications channels using Canva or other design tools
- Attend weekly Senior Managers meetings to update the DSO leadership team on DSO communications projects and best practices
- Collaborate closely with colleagues across departments within Student Services and the Dean of Students Office to coordinate communications efforts and ensure alignment of key messaging
- Provide communications and project support to the Student Services Director of Digital Strategy and Design as needed

Required Qualifications:

- 2-4 years of experience in digital communications, social media management, or marketing
- Excellent writing and editing skills for both web and print content
- Proficiency with CMS platforms like Drupal, WordPress and familiarity with HTML/CSS
- Experience with graphic design programs such as Canva or Adobe Creative Cloud
- Strong project management and organizational skills
- Ability to manage multiple projects and priorities simultaneously
- Attention to detail

Preferred Qualifications:

- Bachelor's degree in communications or related field
- Experience working in higher education or with student populations
- Analytics experience with tools such as Google Analytics and Mailchimp
- Experience managing a team of student workers or graduate assistants
- Experience with email marketing platforms like Mailchimp
- Knowledge of web accessibility standards and best practices
- Video editing experience

Additional Information

Hourly pay rate: \$40

Hours per week: 14

This is a hybrid position based in Massachusetts. Additional details regarding specific days and schedule can be discussed during the interview process. All remote work must be performed within one of the Harvard Registered Payroll States, which currently includes Massachusetts, Connecticut, Maine, New Hampshire, Rhode Island, Vermont, Georgia, Illinois, Maryland, New Jersey, New York, Virginia, Washington, and California (CA for exempt positions only).

We are unable to provide visa sponsorship for this position. Please note that LHT roles are not benefits eligible and cannot be combined with any other position at Harvard.

If interested in this LHT role, please email your resume and cover letter to Lauren Diamond, Director of Digital Strategy and Design at diamond@fas.harvard.edu.