

**DATE: 12/6/2021**
**TITLE: Communications and Business Technology Specialist ( C&IT)**

<b>HUMAN RESOURCES USE ONLY:</b>	<b>SALARY TABLE: AP</b>	<b>CLASS CODE: PE391</b>
<b>UNION: P&amp;A Local 1979, U.A.W</b>	<b>SALARY GRADE: 13</b>	<b>EEO CODE: 30</b>
<b>JOB GROUPING: None</b>	<b>FLSA: Exempt</b>	<b>EMPLOYEE CLASS: PE</b>

**POSITION PURPOSE**

Develop, implement, and facilitate use of modern technologies designed to support marketing and communications functions, and develop solutions to IT business problems. Create and manage public-facing IT knowledge documentation. Serve as a translator between the customer and technical staff to ensure solutions meet the customer's business needs. Support C&IT marketing, communications, and training functions. Report to the Manager, Marketing, Communications, and Training.

<b>Essential Job Functions</b>	<b>% Time</b>
Work with business units to develop competencies in enterprise IT toolsets (Banner, Cognos, etc.) through training and assisted development of real-world solutions. Interact with customers to provide technical guidance and training procedures including technical documentation describing use and functionality, operational documentation to execute the process, and other support material created to solve the related business problem.	20
Consult with advanced users to solve IT-related business problems and facilitate communication technologies, including Listserv bulk email lists, Office 365 applications, Broadcast Messaging, micro credentialing, Mail Merge, etc.	20
Support C&IT training efforts including scheduling, course creation, in-person and virtual session support including special training sessions to assist employees with technology with training topics to include Office 365, Microsoft Teams, Zoom, and C&IT enterprise systems like STARS, Banner, etc. Facilitate and lead hands-on business technology workshops, including creation of training resources and leading virtual and in-person sessions.	20
Create and manage knowledge documentation including information involving video and multimedia components and internal documentation to be used by our tier one support teams, including customer service scripts, process documentation in the C&IT Wiki, and within our shared Microsoft Teams environment. This will include working with service experts to identify when existing documentation needs to be updated or new documentation needs to be created. Knowledge documentation includes the C&IT Knowledge Base, which is published on tech.wayne.edu and serves as FAQ for students, faculty, staff, and affiliates who use Wayne State University IT systems and services.	15
Lead, facilitate and train customers in the use of current marketing and communications technology tools, including ListServ, Mail Merge, Microsoft Office 365, micro-credentialing, and Adobe Creative Cloud. Provide support to customers from receipt of request through implementation. Perform as lead in the research and implementation of new technologies to follow industry growth. Serve as business liaison to support campus marketing and communication professional with these technologies.	10
Support C&IT marketing and communications efforts, including direct email, social media, event support, and front-end web design.	10

## **MINIMUM QUALIFICATIONS**

### **Education:** Bachelor's Degree

Graduation from an accredited college or university or an equivalent combination of education and/or experience. Degree or academic emphasis in marketing, communications, public relations, English, technical communication/writing or journalism, or information sciences

### **Years of Experience Required:** Specialist (minimum 5 years of job-related experience)

Five or more years of experience implementing use of marketing and communications technology. Experience managing mass communications and marketing campaigns. Experience facilitating and support employee training. Experience creating knowledge documentation. Considerable experience with technical writing. Considerable experience and knowledge of audio-video and multi-media production.

### **Knowledge, Skills, and Abilities :**

- Proficiency with Adobe Creative Cloud and Office 365 suite.
- Proficiency in Associated Press writing and grammar style
- Knowledge of popular computing and mobile platforms such as macOS, Windows, Android, and iOS.
- Proficiency with social media platforms and managers; front-end web design; audio/visual technologies that support teaching and learning in multimodal classrooms.
- Skill working with customers at all levels with a strong aptitude to solve a range of IT business, marketing, communications, and training problems. Ability to lead group training sessions and translate technical terms that can be easily consumed by the average user.
- Ability to communicate effectively and appropriately on a business, semi-technical, or highly technical level as required. Excellent editing and written and oral communication skills. Ability to meet established deadlines, keen attention to detail.
- Considerable knowledge of computer graphics or audio-video software. Basic understanding of information technologies and their use and applications. Knowledge of IT tools and technologies typically acquired through several years of experience in systems integration assignments.
- Skill in the use of systems analysis methodologies and tools including analyzing complex problems and breaking them down into logical parts.
- Skill in developing project documentation including detailed functional specifications for technical development staff, operational documents, and the like.
- Work with the customer to implement the system, providing technical guidance and training on procedures to ensure a smooth transition.

## **WORKING CONDITIONS**

May be required and must be capable of working from a remote location and in a remote environment.