Duke University
Division of Student Affairs

Job Title: Student Development Coordinator
Job Code/Level/Family: 1225/10/33
Organization: Division of Student Affairs
Unit/Department: Mary Lou Williams Center for Black Culture
Position Status: Exempt
Supervisor: Director, Mary Lou Williams Center for Black Culture
Staff Supervision: Student Interns
Work Schedule: Full-time, nights and weekends required during academic year

Nature of Responsibilities
The Student Development Coordinator leads the communication efforts of the Mary Lou Williams Center for Black Culture (MLWC) to include publicizing programs, managing digital signage and social media as well as developing content for and updating the website. S/he develops and delivers training and programs to students and other members of the Duke community that promote the Center’s educational and cultural enrichment objectives as it pertains to Black life, culture and history. S/he advises students and student organizations and assists with MLWC involvement in annual campus community events such as the World Aids Day Observance, Martin Luther King, Jr. Commemoration, and the Abele Awards. Other responsibilities include assessing the programs offered, supervision of student staff and involvement in general Campus Life efforts as assigned.

Specific Duties [% of Effort]

Communications & Constituent Outreach [40%]
1. Produce and/or ensure production of marketing materials including creation of brochures, newsletters, fliers, campaigns and other promotional materials for digital display, social media or print production. Develop plan and schedule for release of materials. Maintain a system for communication between Black culture or identity related entities on campus to share information, ensure effective calendar management and messaging.
2. Update the MLWC website and social media outlets (Twitter, Facebook, Instagram, Snapchat, YouTube, etc.) daily.
3. Develop and maintain professional contacts and affiliations with communicators/media to promote the dissemination of news and publicity related to MLWC, as appropriate.
4. Serve as liaison with the Student Affairs Director of Communications, Humanities Communicators, African and African American Studies Communications Staff and the Office of News and Communication.
5. Assess informational needs of Black students, assume lead role in the development of resource materials and direct annual updating and revision.
6. Create new and innovative approaches to increase student touch points.

Training & Program Planning, Execution and Assessment [30%]
1. Develop and deliver training, workshops, discussion groups, and other programming that support the strategic goals of Student Affairs and departmental objectives. Plan and execute programs as
assigned to include development or refinement of goals and learning outcomes, logistics, audience engagement and evaluation especially for regularly offered programs and trainings (weekly or monthly). Modify programs based on assessment results.

2. Track trends in participant behavior to make recommendations regarding improvements and continuation.

3. Assist students and student organizations’ in the development and evaluation of programs (including conducting needs assessments).

4. Cultivate consciousness related to Black experiences (e.g. Cultural Competency Training; Book, Writing or Listening Clubs; Africana Studies Library Contest; Photo Contest; Academic Quiz Bowl Contest, etc.).

5. Produce an annual programming report.

**Student Development/Advisement [15%]**

1. Provide resources for and assist with advising of Black undergraduate and graduate and professional student organizations including, but not limited to, discussions of risk management, University policies and procedures, and cultural resonance and logistical details of programmatic efforts.

2. Assist individual students with problem solving and addressing issues that impede success to include leadership development and connecting to campus resources for further growth and development.

3. Communicate with matriculating students and families to assist with their transition to Duke.

4. Encourage mutual respect, communication, and cooperation between students, staff, families, faculty, and alumni; assist in the development of culturally relevant community standards; and foster an environment conducive to personal growth, academic success and community connectedness.

5. Serve as academic and/or organization advisor as possible.

**Administrative Responsibilities [10%]**

1. Collaborate with staff on the MLWC strategic plan, annual report and annual budgeting process.

2. Assist in training and supervising MLWC student staff.

3. Serve on committees and task forces as requested to improve the status of students of African descent on campus.

4. Serve as a liaison to relevant units within Student Affairs.

**Other Duties and Responsibilities [5%]**

1. Collaborate with other Student Development Coordinators on team projects and cultural programs.

2. Collaborate with other University departments on programmatic efforts to foster relationships with faculty and staff.

3. Provide assistance with crisis management and response by serving as A-Team member.

4. Perform other duties as assigned.

**General Qualifications**

**Master's degree** in a related field is required. One to three years of professional experience in a Cultural Center or Student Affairs related unit preferred. A consummate professional with a strong work ethic, attention to detail and appropriate discernment as regards communications is expected.

**Additional Job-Specific Skills and Competencies**

Ability to work effectively on a team in a fast-paced environment is a must especially during the academic year.

Excellent time and project management skills including the ability to remain productive while multi-tasking.
Excellent written, verbal, and interpersonal skills are essential. Must be technology savvy and a quick learner in order to use and monitor trends in social media tools and applications. Some graphic design skills required including experience with Canva, Photoshop, InDesign or other relevant software. Demonstrated effectiveness in working with students i.e. counseling or organization advising is also needed. Knowledge of the principles and trends related to Black college students is preferred. General understanding of appropriate financial practices in a university setting is expected. Additional desirable expertise in Arts – Photography or Curating and/or Assessment and Evaluation.

Application Information
In your letter of interest, please be sure to address your knowledge of the African diaspora especially the Caribbean and/or continental African culture, history and contemporary conditions. Also include travel experience and foreign language acumen, if applicable.

Send letter of interest, résumé, and the names and contact information of three references via:

    Email: marylou@duke.edu - Subject: Student Development Coordinator Search