Outreach and Administrative Assistant

Job Summary

As the Outreach and Administrative Assistant for the Office of Academic and Learning Innovation (ALI), you will play a crucial role in supporting various outreach and community-building activities. You will maintain our website, help plan and execute events, draft digital newsletters, coordinate our social media presence, and provide general administrative support. You will report to the Assistant Director of Program Development and work closely with the Program Development team.

Who We Are

The Office of Academic and Learning Innovation (ALI) is an agile and responsive unit in the Division of Academic Affairs tasked with designing next-generation learning experience that engages the local and global University of Colorado Boulder community. Our mission is three-fold: **inspire** a re-imagination of teaching and learning, **expand** access to high-quality learning experiences, and **transform** higher education for the 21st century. Our work spans innovative on-campus program development, Massive Open Online Courses (MOOCs), scaled degree programs and certificates, and designing new business and technical processes to support our academic vision.

Responsibilities

As an Outreach and Administrative Assistant, you will:

- Perform regular **website maintenance** on the ALI website using Web Express, including adding new course offerings, people pages, news articles, and other updates in a timely manner.
- Regularly **upload videos** to the *CU on Coursera* YouTube playlist.
- Regularly add newly launched courses to the *CU on Coursera* catalog.
- Support **event planning** by documenting goals, coordinating logistics, managing guest lists and attendee communications, arranging venue and refreshment details, and coordinating post-event evaluations and reports.
- Ensure seamless **event execution** by collaborating with ALI staff members, campus partners, and providing day-of support for various in-person and virtual events.
- Draft initial copy and build targeted **ALI newsletters** aimed at faculty partners and online learners, using UTM codes for tracking purposes and adhering to the ALI content calendar.

- Provide **general administrative support** for the office, including data entry and reporting.
- Monitor the general **office email inbox** and respond to all inquiries in a timely manner, collaborating with full-time staff members to answer questions as needed.
- Increase team efficiency through **creative problem solving** and process improvement.
- Perform **other duties as assigned**. Due to the nature of innovation, ALI is a dynamic office, and all staff members work together to support emergent needs and each other.

You may also be asked to:

- Monitor and report **website analytics** using Google Analytics (GA4) and provide recommendations for improvement.
- Assist in an ALI **website redesign**, including research, planning, building, and launch.
- Report, identify trends, make recommendations based on **newsletter statistics** (e.g., number of sends, open rate, click-through rate).
- Assist in developing our social media plan and content calendar.
- Manage our **social media presence**, including following the content calendar to create and post engaging content for ALI's social media channels and fostering community engagement through timely responses and interactive posts.
- Provide **live coverage** during events, sharing highlights and leveraging user-generated content to enhance our online presence.

Qualifications

Required Skills and Experience

To be successful in this role, you must be proficient in the following areas:

- **Event planning** and execution
- **Website** maintenance
- **Self-motivation** and independence, taking ownership of all assigned tasks and projects and providing proactive work status updates
- **Customer service** and support, including researching and answering varied inquiries
- **Collaboration** with teammates, supervisor, leadership, and other partners
- **Creativity** in problem-solving and innovation
- **Attention to detail** and proactive identification of potential issues
- **Written communication**, including impeccable grammar
- **Technology skills** for effective remote office work, including software similar to MS Office (Outlook, Word, Excel, Sharepoint, Teams), Google Suite (Docs, Sheets, Drive), Slack and Zoom

Preferred Skills & Experience

Candidates who also demonstrate proficiency in the following areas will be given priority:

- **Project management** and prioritization of multiple tasks concurrently while adhering to deadlines
- **Writing** compelling content for varied audiences/platforms using ChatGPT (or similar tool)
- **Content calendar** management and creation
- **News curation** for website or social media, including identifying reliable go-to sources
- **Branding**, including adherence to visual and style guidelines
- **Technology skills** for communication and outreach, including website management (Web Express/Drupal, Google Analytics), email marketing (MailChimp or similar), surveys (Qualtrics or similar), and using AI tools to enhance efficiency and performance

Work Modality and Expectations

This role is remote and largely asynchronous. You will be expected to respond to communications in a timely manner and participate in meetings with faculty and/or ALI team members as necessary during standard working hours (Monday through Friday, 8 a.m. to 5 p.m. MT). However, independent work hours are flexible and can take place at any time throughout the week as long as deadlines are met. We occasionally offer in-person work outside of standard business hours to support events, but your participation is optional.

The weekly time commitment varies. Your workload will vary based on the availability of course development projects. During periods of reduced course-related activity, we may assign internal projects unrelated to course development or respond to emergent needs. We do our best to offer a minimum of 5 hours per week, and typically expect candidates to work at least 10 hours per week.

Student workers' hours are limited by [campus policy](#) during the academic year: undergraduates may work a maximum of 25 hours per week, while graduate and international students may work up to 20 hours per week. In the summer, we may be able to offer up to 40 hours per week, depending on your work eligibility and ALI's support needs.

Non-student temporary hires may work up to 40 hours per week, contingent on ALI's project availability and support needs.

You must provide your own computer. If required, specialized software will be provided through CU Boulder or ALI.

What We Can Offer

This position offers a starting compensation of **$17 per hour.** This role includes a 60-day probationary period. Following this period, we will conduct a performance review. Depending on your performance, there is potential for a compensation increase of **up to $3 per hour**.

Work study is available and encouraged.

Application Instructions

Please submit the following materials to ali@colorado.edu:

- Current resume
- Cover letter that specifically tells us how your background and experience align with the requirements, qualifications and responsibilities of the position

Applications will be accepted until the position is filled.

The University of Colorado Boulder is committed to building a culturally diverse community of faculty, staff, and students dedicated to contributing to an inclusive campus environment. We are an Equal Opportunity employer, including veterans and individuals with disabilities.