

## **THE UNIVERSITY OF WYOMING JOB DESCRIPTION**

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

*The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.*

**Title: COMMUNICATIONS SPECIALIST**

**Reports To:** University Public Relations

**UW Job Code:** 3809

**UW Job Family:** 3D – Media/Communication/Art

**SOC Code:** 27-3031

**FLSA:** Non-exempt

**Pay Grade:** 22

**Date:** 2-1-10

**JOB PURPOSE:**

Under limited supervision, provide communications function support in one of the following areas: External Communications, Internal Communications, or Community Relations.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**External Communications:**

- Assist in strategic planning and conducting comprehensive institutional campaigns based on institutional priorities and University messages to promote scientific, technical and cultural activities to the University community, and the general public.
- Respond to queries about external communications planning and scheduling. Review institutional external priorities twice a year with Director and establish schedule of deliverables and deadlines.
- Conduct interviews and attend meetings University-wide with administrators, faculty, staff and students to obtain information for news releases that are provided to local, regional, and national media to help promote the University's teaching, research and service mission.
- Develop strategies for building relationships and pitching story ideas to local, regional and national media. Assist in developing content for multi-media, magazine, web and other formats as needed such as fact sheets.
- Responsible for understanding and using software programs needed in Institutional Communications for information storage and distribution.
- Develop and maintain a budget for external news releases.
- Coordinate with communications team members to develop electronic media kits for campus constituents. Coordinate with communications team members to accomplish editing and dissemination of information such as Honor Rolls, Dean's lists, President's lists and Graduation lists.
- Annually review University writing guide to ensure material included is up to date and accurate.
- Understand and is trained in sending emergency text alerts and University-wide emails in appropriate situations using both the text alert vendor and the University's email systems.

- Work on special projects, as assigned.

**Internal Communications:**

- Develop and execute an internal strategic communications plan to share administrative and academic news to University constituencies regularly. Work with University community members to promote their understanding of the importance of internal communications.
- Respond to queries about internal communications planning and scheduling. Review institutional internal priorities twice a year with Director and establish schedule of deliverables and deadlines.
- Conduct interviews and attend meetings with administrators, faculty and staff to develop a schedule of information for internal communication including achievements by faculty and staff members, major policy initiatives and news of interest to University employees.
- Maintain the daily planning calendar and use news judgment to promote events of interest to the University community.
- Develop and maintain a weekly budget for internal news releases.
- Update appropriate websites with internal news.
- Understand and is trained in sending emergency text alerts and University-wide emails in appropriate situations using both the text alert vendor and the University's email systems.
- Responsible for understanding and using software programs needed in Institutional Communications for information storage and distribution, and monitors software to ensure it is current and working properly.
- Maintain and keep current with annual reviews and edits to the University's expert list.
- Coordinate with communications team members to develop electronic media kits for campus constituents. Coordinate with communications team members to accomplish editing and dissemination of information such as Honor Rolls, Dean's lists, President's lists and Graduation lists.
- Work on special projects, as assigned.

**Community Relations:**

- Supervise, plan and coordinate arrangements for and media coverage of special events and scheduled activities both at the university and outside of it, collaborating as necessary with other organizations or University partners.
- Coordinate media and special guest functions on campus and throughout the state. Coordinate advance media notification, including media releases and news stories as well as interviews, for University personnel, including legislative visits.
- Coordinate news media, and public relations efforts for University outreach programs including ASUW.
- Review institutional priorities twice a year with Director and establishes schedule of deliverables and deadlines.
- Develop and maintain a monthly calendar of media events, both external and internal.
- Plan and organize annual trip to various Wyoming communities for new University faculty and University outreach each fall and organizes the University's partnership with Cheyenne Frontier Days and Laramie Jubilee Days.

- Develop relationships with and assist in special projects with the University's community partners and their committees, such as Chambers of Commerce and Poke Pride.
- Responsible for understanding and using software programs needed in Institutional Communications for information storage and distribution.
- Maintain speakers' bureau and current contacts with community groups across Wyoming and coordinate scheduling speakers. Coordinate with communication team members to develop electronic media kits for campus constituents. Coordinate with communications team members to accomplish dissemination of information such as Honor Rolls, Dean's lists, President's lists and Graduation lists.
- Understand and is trained in sending emergency text alerts and University-wide emails in appropriate situations using both the text alert vendor and the University's email systems.
- Work on special projects, as assigned.

**SUPPLEMENTAL FUNCTIONS:**

- Stay current with industry changes in media relations.
- Perform other duties, as assigned.

**COMPETENCIES:**

- Collaboration
- Initiative
- Innovation
- Meeting Membership
- Technical/Professional Knowledge
- Work Prioritization & Management

**MINIMUM QUALIFICATIONS:**

Education: **Bachelor's degree**

Experience: **3 years work-related experience**

Required licensure, certification, registration or other requirements: **None**

**KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of:

- Journalism theory, concepts and practices.
- Public relations and communication principles, media, and direct mail techniques.
- Interviewing techniques, methods and practices.
- Publishing procedures and requirements.
- Project planning and project supervision theory, methods and practices.
- Applicable University, federal and state rules and regulations.
- News and publications media practices and procedures.
- Writing and editing theory, practices and techniques.
- Special events planning and detail coordination methods, techniques and practices.

Skills and Abilities to:

- Communicate effectively and develop interpersonal relationships with diverse audiences.
- Plan, organize, coordinate and supervise assigned project work, from inception through completion.
- Meet deadlines.
- Make project decisions.
- Promote communications assigned focus areas and campaigns for the University.
- May assist with planning, organizing and coordinating media activities and promotional events.
- Basic, routine, and advanced creation, composition, and editing of publications and articles, with layout capability.
- Work as a team member and foster a cooperative team environment.

**WORKING CONDITIONS:**

Routine office working conditions. Exposed to electrical and video display terminal exposure routinely; hand and eye coordination with repetitive hand movement; and must be able to lift up to 25 pounds on a rare basis.

Authorized by UW HR Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labors Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.