JOB DESCRIPTION

Broadcast Communications Specialist

Definition of Class
Incumbent in this position coordinates the creation, development, management, and implementation of a communications effort that uses television, radio, and “new media” technologies to disseminate and place information pertaining to the University among the broadcast media and other target audiences to raise public awareness of, understanding of, and appreciation for the University of Mississippi.

Examples of Work Performed
Develops and produces news and feature stories reflecting academic, research, and service programs of the University, including shooting video, writing and voicing scripts, conducting interviews, and editing video.

Conducts production research and develops scripts, narratives, and background information for prospective radio, television, CD, and other productions.

Serves as a liaison between the University and broadcast media representatives to provide information regarding available programs and upcoming events, and establishes additional markets for University releases by answering telephone inquiries, escorting media when on campus, and coordinating interviews with faculty members.

Assists and provides guidance to members of the University faculty and staff in developing formats for educational and public service programs.

Arranges interviews in appropriate settings for stories and produces voice scripts for University-produced releases and projects.

Writes, edits, and voices radio and television public service announcements and places them in the broadcast media.

Produces and安排s technical aspects of video programs; collaborates with University radio and television production personnel in developing, producing, editing, and marketing University-related media programs.

Performs similar or related duties as assigned or required.

Essential Functions
These essential functions include, but are not limited to, the following. Additional essential functions may be identified and included by the hiring Department.

1. Coordinates marketing communication efforts through the use of broadcast media and new media technology.

2. Produces video clips, television and radio news stories to generate positive attention for the University.

3. Interfaces with media representatives, administrators, faculty and staff.

Minimum Qualifications
These minimum qualifications have been agreed upon by Subject Matter Experts (SMEs) in this job class and are based upon a job analysis and the essential functions. However, if a candidate believes he/she is qualified for the job although he/she does not have the minimum qualifications set forth below, he/she may request special consideration through substitution of related
education and experience, demonstrating the ability to perform the essential functions of the position. Any request to substitute related education or experience for minimum qualifications must be addressed to The University of Mississippi's Department of Human Resources in writing, identifying the related education and experience which demonstrates the candidate's ability to perform all essential functions of the position.

**Physical Requirements:** These physical requirements are not exhaustive, and additional job related physical requirements may be added to these by individual agencies on an as needed basis. Corrective devices may be used to meet physical requirements.

- **Physical Exertion:** The incumbent may be required to lift up to approximately 40 pounds.
- **Vision:** Requirements of this job include close vision.
- **Speaking/Hearing:** Ability to give and receive information through speaking and listening.
- **Motor Coordination:** While performing the duties of this job, the incumbent is frequently required to sit; talk and hear; use hands to finger, handle or feel objects, tools or controls. The incumbent is periodically required to reach with hands and arms. The incumbent is occasionally required to stand; walk; climb or balance; and stoop, kneel, crouch or bend.

**Experience/Educational Requirements:**

- **Education:** Bachelor’s Degree from an accredited four-year college or university in Broadcast Journalism or a related field.

  AND

- **Experience:** Three (3) years of experience related to the above described duties.

- **Substitution Statement:** Related experience may be substituted for education, on a basis set forth and approved by the Department of Human Resources.

**Interview Requirements**
Any candidate who is called for an interview must notify the Department of Human Resources in writing of any reasonable accommodation needed prior to the date of the interview.

Rev. 04/01/2015

*The University of Mississippi is an EOE/AA/Minorities/Females/Vet/Disability/Sexual Orientation/Gender Identity/Title VI/Title VII/Title IX/504/ADA/ADEA employer. The University complies with all applicable laws regarding equal opportunity and affirmative action and does not unlawfully discriminate against any employee or applicant for employment based upon race, color, gender, sex, sexual orientation, gender identity or expression, religion, national origin, age, disability, veteran status, or genetic information. The University of Mississippi is an “at will” employer. This job description does not constitute an employment contract or negate “at will” employment.*