Communications Specialist

Definition of Class
The incumbent in this position participates in the implementation of communication efforts to raise public awareness of, understanding of, and appreciation for The University of Mississippi with critical target audiences. The incumbent contributes to the production and dissemination of information to internal and external audiences.

Examples of Work Performed
Assists in departmental strategic decision-making and assigns projects to interns and freelancers. Establishes the needs of clients by scheduling, setting deadlines for and assigning projects to student interns. Inspects and approves final work to meet departmental, client, and production specifications.

Assists in the timely, accurate, and effective production and dissemination of printed and electronic materials about the University to all internal and external audiences.

Conceptualizes and edits professional printed and/or electronic materials, websites, and publications on a regular basis, interacting with designers and printers.

Acts as account executive for various University departments, meeting strategic planning, marketing, and various publications and/or project needs. Sees all of them through to ensure they adhere to journalistic standards.

Develops original news and feature stories to generate support for the University. Writes and edits text for a wide range of printed publications, advertising copy, news releases, brochures, capital campaign communications, and other presentations.

Produces specialized editorial content for major gift announcements, special projects, and publications such as alumni and research magazines, web sites and the University’s web calendar. Coordinates photographic work required to supplement editorial content.

Cultivates support for the University by assisting in implementing special events/projects and programs to generate media interest, fund-raising support, and public recognition for the institution.

Acts as a liaison between the University and journalists at the state, regional, and national levels by providing timely responses to requests for information and initiating stories in appropriate media.

Maintains department website and all social media content.

Leads student assistants responsible for assisting in the production and dissemination of news and feature materials.

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. Participates in the implementation of a full-service communications program.

2. Contributes to the production and dissemination of printed & electronic information & materials to internal and external audiences.

3. Interfaces with media representatives, administrators, faculty, and staff to generate positive attention.

**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:** No physical demand requirements.
- **Vision:** Requirements of this job include close vision and color 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 and use hands to finger, handle or feel objects, tools or controls. The incumbent is periodically required to talk and hear.

**Experience/Educational Requirements:**

- **Education:** Bachelor’s Degree from an accredited four-year college or university in Journalism, Communications, English 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.*