JOB DESCRIPTION

TITLE

Assistant Communications Specialist

JOB SUMMARY

Provides assistance in day-to-day operations and implementation of various types of communication projects in the Marketing & Communication department. Areas include project planning and development, digital content creation, writing and administrative assistance. Work is performed under general supervision and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Department Head or Supervisor

Supervises: No Supervisory duties

ESSENTIAL DUTIES - May include, but not limited to the following:

- Updates content on the TWU website.
- Writes copy for web pages, news releases, feature stories and profiles.
- Supports campus social media outreach as needed.
- Works closely with digital content managers and campus communication directors.
- Provides administrative support.

ADDITIONAL DUTIES

- Performs other duties as requested.
EDUCATION

Bachelor's degree in area generally related to project content or assigned responsibilities. Additional job related experience/and/or education may substitute for the required education on a year-for-year basis.

EXPERIENCE

One year experience in a related area. Internship experience in a marketing, public relations, communications-type organization a plus.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Strong computer skills including ability to update webpages and databases.
- Strong communication skills, oral and written.
- Demonstrated ability to assist in planning and implementing marketing initiatives.
- Understanding of Americans with Disabilities Act web standards.
- Ability to work effectively as a member of a creative team.
- Ability to organize work effectively, conceptualize and prioritize objectives, and exercise independent judgment based on an understanding of organizational policies and activities.
- Ability to establish and maintain effective work relationships with students, faculty, staff, administrators, and the public.
- Ability to represent the department, college, and University in a friendly, courteous, and professional manner.
- Ability to use a technology and other office equipment.
- Working knowledge of office practices and methods.
- Knowledge of AP style a plus.
- Ability to use a personal computer and other office equipment, including university software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job.
Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

**WORK ENVIRONMENT**

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

**SAFETY**

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

**Employee Signature:** __________________________  **Date:** ____________

**Employee Printed Name:** __________________________

*Texas Woman’s University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.*

*Texas Woman’s University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran’s status, or against qualified disabled persons.*
All positions at Texas Woman's University are deemed security sensitive requiring background checks.