



DATE ISSUED: 06/18
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Communications Specialist

JOB SUMMARY

Supports strategic public relations initiatives of Texas Woman's University primarily in the areas of copy writing, internal communication, editing, and web communications. Work is performed under general supervision and performance is based on the effective operation of the administrative function. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Director of Public Relations

Supervises: No supervisory responsibilities

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

- Serves as editor for weekly Inside TWU faculty/staff newsletter and website.
- Compiles and edits information and regularly distributes communications.
- Proofreads and fact-checks copy for departmental brochures and marketing materials including ads and recruitment publications.
- Researches and writes press releases, commencement speech introductions and feature stories for use in activities related to public relations, internal communications, social media and website communications.
- Updates and maintains content for college and department websites as required.
- Coordinates rankings/ratings review process.
- Provides media relations and crisis communications tactical support as required.
- Serves as inclement weather contact plan coordinator.

ADDITIONAL DUTIES

- Performs other duties as requested.

EDUCATION

Bachelor's degree in public relations, advertising, marketing, English, journalism or related field.

EXPERIENCE

Five years of experience in news writing and public relations content creation

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:

- Understanding of ADA web requirements
- Ability to edit and write in Associated Press (AP) style
- Ability to conceptualize, organize and complete writing projects with minimal supervision.
- Excellent writing and editing skills.
- Ability to multi-task and meet deadlines.
- Ability to work effectively as a member of a creative team.
- Ability to meet performance goals.
- Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.
- Ability to communicate effectively - orally, by phone, in person, and in writing.
- Ability to use a personal computer and other office equipment, including university related 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.