

The University of Texas at San Antonio

Job Description

Job Title: Senior Communications Coordinator
Code: 18636
Salary Grade: 61
FLSA Status: Exempt
Department/Division: Job available in different departments/divisions
Reports To: In accordance with specific departmental policies

Summary

- Function: To provide professional and advanced skills in communications, journalism, web development and marketing activities.
- Scope: Responsible for direct oversight in the organization and execution of complex communications and marketing activities in support of a large department or executive office.

Duties

- Typical:
 1. Provides direction and coordination for communications and marketing functions of the department.
 2. Develops professional communications, public relations and marketing programs, determining appropriate communications outlets and events to increase knowledge and exposure for the department.
 2. Serves as the lead editor for all communications and publications. Writes, edits, formats and assembles documents and publications for the department, ensuring that they are in compliance with University standards and requirements.
 3. Utilizes multiple modes and methodologies of communication,
 4. Directs the work of assigned support staff.
 5. Serves as the website coordinator for the department. Develops, maintains and updates content on websites; coordinates updates and content review and revisions; performs testing and quality control; ensures websites complies with University, System, and State mandates, guidelines, and legislation.
 6. Works with University Publications to create a uniform image and brand in support of the University's values and strategic priorities.
 7. Develops, cultivates and maintains internal communications networks within the department and the University community.

<p>8. Monitors budgets for communications and marketing project and programs.</p> <p>9. Performs additional duties as assigned.</p> <p>• <u>Periodic:</u></p> <ol style="list-style-type: none"> 1. Lead and assist with special projects. 2. Provide research and summary of information; writes briefings, speeches and presentations. 3. Attends meetings and serves on committees.

Education

Required	Preferred
Bachelor’s degree in Communications, English, Journalism, Public Relations, Marketing, Information Systems or a related field from an accredited institution.	Master’s Degree in Communications or directly related field from an accredited institution.

Other Requirements

Required	Preferred
Demonstrated understanding of English language usage, writing styles, grammar, punctuation, and spelling.	N/A
Superlative writing and verbal communication skills.	
Ability to organize and track projects and tasks, to maintain time schedules, and to maintain attention to detail while managing multiple priorities.	
Demonstrated ability to develop and implement website improvements, learn and adopt the use of new software programs quickly and proficiently.	
Ability to understand and creatively solve complex problems in a deadline driven environment.	
Criminal Background Check (CBC).	

Experience

Required	Preferred
Seven years of experience in public relations, communications, writing/editing, marketing, or web publishing.	Experience in a higher education, government or nonprofit environment.

Equipment

Required	Preferred
Personal computer, various desktop publishing software and Microsoft Office, and standard office equipment.	Dreamweaver, Photoshop, Acrobat, Cold Fusion, or other web development software.

Working Conditions

Usual	Special
Usual office environment.	Occasional evening or weekend work may be required.
	Some travel may be required to off-campus activities.

Supervision

Received	Given
Determines own work methods and solves problems utilizing technical knowledge and experience. Results are appraised largely with respect to the attainment of goals and outcomes.	Supervise support staff, as required.

Accuracy

Proficiency in all duties performed.

Security Sensitive

Specific job requirements or physical location of some positions allocated to this classification may render the position security sensitive, and thereby subject to the provisions of section 51.215 Texas Education Code.

Internal Control

Within the scope of position duties, responsible for seeing that operations are effective and efficient, assets are safeguarded, reliable financial data is maintained, and applicable laws, regulations, policies, and procedures are complied with.
