

The University of Texas at San Antonio

Job Description

Job Title: Senior Communications Specialist
Code: 8638
Salary Grade: 58
FLSA Status: Exempt
Department/Division: Job available in different departments/divisions
Reports To: In accordance with specific departmental policies

Summary

- Function: To provide professional skills and oversight in communications, journalism, and marketing activities.
- Scope: Provides leadership oversight, direction and coordination for communications and marketing functions of the department.

Duties

- Typical:
 1. Develops 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. Directs and oversees the work of support staff and specialists assisting with communications, publications and events.
 4. Works with administrators and staff to research and prepare summaries of current initiatives and accomplishments of the department for inclusion in publications for advancement, department and university promotional purposes.
 5. Works with University Publications to create a uniform image and brand for the department.
 6. Ensures the department has a presence at public and on-campus events.
 7. Develops, cultivates and maintains internal communications networks within the department and the University community.
 8. Collects, compiles and edits data from programs to assess effectiveness.
 9. Monitors budgets for communications and marketing project and programs.
 10. Performs additional duties as assigned.

- Periodic:

1. In coordination with the Dean, Assistant and Associate Deans, determine strategies for directing the College's communications efforts.
2. Creates, implements and maintains a web newsletter for the department.

Education

Required	Preferred
Bachelor's degree in Communications, English, Journalism, Public Relations, Marketing or a related field from an accredited institution.	N/A

Other Requirements

Required	Preferred
Excellent organizational and interpersonal skills.	N/A
Superlative writing and verbal communication skills.	
Ability to understand and creatively solve complex problems in a deadline driven environment.	
Criminal Background Check (CBC).	

Experience

Required	Preferred
Four years of experience in public relations, communications, writing/editing, marketing or a related field.	Experience in web publishing and/or design.

Equipment

Required	Preferred
Personal computer, various desktop publishing software and Microsoft Office, and standard office equipment.	N/A

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
General supervision from departmental supervisor.	General supervision of 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.