

***Job Description***

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Job Title: Public Affairs Specialist II  
Code: 18678  
Salary Grade: 59  
FLSA Status: Exempt  
Department/Division: University Communications and Marketing  
Reports To: Public Affairs Manager

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***Summary***

- **Function:** To support University Communications and Marketing’s strategic goals by interacting with print, broadcast and digital journalists to secure earned media coverage on behalf of the university.
  
- **Scope:** Responsible for creating and delivering editorial content and information to UTSA stakeholders, including the media, that supports and elevates UTSA’s brand, reputation and messaging.

***Duties***

- **Typical:**
  1. Produce, deliver and archive compelling editorial content, within prescribed deadlines, to support university news channels, social media channels, web pages and special projects
  2. Interact with university faculty, students, staff, alumni and other stakeholders to complete editorial projects and identify news leads and feature leads
  3. Develop and nurture a pipeline of contacts at traditional and emerging media channels in San Antonio, across Texas, nationally and internationally
  4. Counsel UTSA faculty, staff and students in responding to media inquiries
  5. Monitor message consistency across the university’s news and communication channels; contribute to the university’s overarching messaging strategy
  6. Research media relations best practices and recommend strategies for expanding and advancing UTSA’s earned media presence
  7. Contribute to department’s multimedia and social media strategies to leverage cross-promotion opportunities for university-generated content
  8. Monitor, analyze and report on media relations engagement and earned coverage
  9. Supervise work-studies, interns and student employees
  10. Perform other duties as assigned

- Periodic:
  1. Counsel UTSA faculty and staff on media relations best practices and strategy
  2. Work, as needed, outside of business hours, including evenings, holidays or weekends

***Education***

<b>Required</b>	<b>Preferred</b>
Bachelor's degree in journalism, communications, marketing, public relations, English or a related field	n/a

***Other Requirements***

<b>Required</b>	<b>Preferred</b>
Criminal Background Check (CBC) Valid Class A driver's license	Experience in the use of media relations, Web, multimedia and social media measurement and reporting tools Working knowledge of desktop publishing, graphic design and website maintenance software/tools Spanish-speaking
An understanding of organizational branding and its importance	
Knowledge of media relations, Web, multimedia and social media best practices and experience managing social media channels	
Demonstrated ability to identify and pursue news leads with a sense of urgency	
A substantial portfolio of local, national and trade journalists	
Exceptional research, writing and fact-checking skills	
Tact, discretion and the ability to maintain confidentiality, when required	
Exceptional judgment and Creativity	
Demonstrated ability to prioritize and work independently to meet prescribed deadlines	
A keen sense of excellent customer service	

***Experience***

<b>Required</b>	<b>Preferred</b>
Two years of combined communications, journalism, professional writing or media relations experience	Three years of combined communications, journalism, professional writing or media relations experience

### *Equipment*

<b>Required</b>	<b>Possible</b>
Demonstrated experience in digital and photography equipment and software	n/a
Working knowledge of personal computers and standard office equipment	
Working knowledge of Adobe Creative Suite	

### *Working Conditions*

<b>Usual</b>	<b>Special</b>
Works both indoors and outdoors at a variety of campus locations. Some off-campus work is required.	n/a
Candidate must be able to lift and carry videography and photography equipment to complete assignments.	

### *Supervision*

<b>Received</b>	<b>Given</b>
General supervision from supervisor	General supervision of support staff and student workers

### *Accuracy*

Proficiency in all phases of the duties performed.
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### *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.
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### *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.
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