

# The University of Texas at San Antonio

## *Job Description*

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Job Title: Communications Manager  
Code: 19015  
Salary Grade: 61  
FLSA Status: Exempt  
Department/Division: Job available in different departments/divisions  
Reports To: In accordance with specific departmental policies

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## *Summary*

- Function: Assist with the branding, communication and change management plans for a department or division. Responsible for writing, implementing and maintaining professional level guidelines, forms, training guides, flowcharts, newsletters, brochures and related business correspondence.
- Scope: Responsible for the organization and execution of communications and marketing activities in support of various/assigned departments.

## *Duties*

- Typical:
  1. Provides management and coordination of communication and marketing deliverables, as well as organizes and schedules communication plans in collaboration with department/division units.
  2. Coordinates the creation and execution of marketing and communication campaigns and materials in various mediums to be used to engage targeted audiences, ensuring consistent and thoughtful messaging is being executed.
  3. Establishes branding for department/division to raise awareness, improve campus perceptions and drive actions related to services.
  4. Writes, edits and produces internal communications, campaigns, publications and advertisements in marketing the university/division/department and communicating to applicable audience.
  5. Assists staff with change management and communication plans for various projects.
  6. Works with area subject matter experts and analyzes similar guidelines published by other universities to assist in the organization and rewriting of documentation.
  7. Coordinates the timely review, revision, approval and implementation of policies and procedures with affected parties; facilitates feedback and refinement. Ensures related forms and operational guidelines are identified. Reviews all business process documents for accuracy, completeness and consistency in content and format.

8. Creates and edits financial policies and procedures in a standard format. Communicates changes made to documentation to all affected parties (both internally and externally).
  9. Works closely with department heads on policies and coordinates business process changes as requested. Creates flow charts of business process changes.
  10. Assists department heads with development of newsletters, including brainstorming for topics, writing and editing articles, and taking photos.
  11. Creates and submits content for newsletters and vehicles.
  12. Drafts memorandums, emails and social media content as required. Develops surveys working and collaborating with management.
  13. Tracks the progress of all business process, training materials, department forms and operational guidelines requests to implementation. Produces status and revision history reports as requested.
  14. Provides oversight to the designs and development of training documentation, including quick reference guides and PowerPoint presentations in support of department/s.
  15. Supervises, mentors and evaluates assigned staff.
  16. Performs other duties as assigned.
- Periodic:
    1. Assists with special projects.
    2. Researches and summarizes information.
    3. Writes briefings, speeches and presentations.
    4. Attends meetings and serves on committees.

***Education***

<b>Required</b>	<b>Preferred</b>
Bachelor’s degree from an accredited institution.	Bachelor’s degree in journalism, communications or a related field.

***Other Requirements***

<b>Required</b>	<b>Preferred</b>
Demonstrated understanding of English language usage, writing styles, grammar, punctuation and spelling.	Experience in a higher education institution.
Outstanding writing and verbal communication skills.	
Ability to organize and track projects and tasks to ensure accuracy, high quality and timely completion; maintain attention to detail while managing multiple priorities.	
Ability to listen and adapt content into effective policies, procedures, desk manuals, workflow charts, visual aids and/or quick reference guides.	
Ability to recognize when business process	

improvements may be necessary and to recommend changes in a proactive manner.	
Ability to understand and creatively solve complex problems in a deadline driven environment.	
Ability to research and identify and document best practices of other institutions of comparable complexity and size.	
Criminal Background Check (CBC).	

***Experience***

<b>Required</b>	<b>Preferred</b>
Five years of experience writing, editing and producing communications.	Experience in a higher education, government or nonprofit environment.
Experience with using Adobe Photoshop & Acrobat Professional.	

***Equipment***

<b>Required</b>	<b>Preferred</b>
Personal computer, various desktop publishing software and Microsoft Office, and standard office equipment.	

***Working Conditions***

<b>Usual</b>	<b>Special</b>
Usual office environment.	Occasional evening and weekend hours.
	Some travel may be required to off-campus activities.

***Supervision***

<b>Received</b>	<b>Given</b>
Determines own work methods and solves problems utilizing technical knowledge and experience. Results are appraised largely with respect to the attainment of goals and objectives.	Direct supervision of assigned staff.

***Accuracy***

Proficiency in the duties performed. Research and reporting must be accurate and thorough.
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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.

***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.