Job Description – Communications Specialist (Writer)

**Responsibilities:**
The communications specialist is responsible for writing and editing a variety – and high volume – of communications that support the advancement of the University.

Those communications include news releases, features, recruitment material, reports, presentations, speeches and other special projects.

He or she assists with the production of *La Louisiane*, the biannual magazine of the University of Louisiana at Lafayette, which also has a year-round-supported mobile app. That assistance includes determining content; writing; editing; supervision of a student editor and student writers; performance of tasks related to printing and distributing each issue; creating supplementary content for the mobile app; and obtaining reader feedback.

This person supports the University’s brand, and presence, by adapting communications for the web, social media and video platforms. Other responsibilities include assisting with the management of a database of experts, data research, media events, and media relations.

The communications specialist is expected to deliver short-term quality products, as well as in-depth quality products. Must maintain a high level of confidentiality. This person will participate in other University activities as assigned.

**Qualifications:**

The successful candidate must have advanced interviewing, research, writing, editing and proofreading skills. He or she must be able to write clearly, concisely and accurately.

The communications specialist must have strong interpersonal communication skills, a collaborative nature, and excellent organizational skills.

The successful candidate must be a self-starter who has the ability to perform at a high level with minimal supervision, as well as be a contributing member of a team. He or she must be attentive to details and deadlines, have superior time management and follow-through skills, and be able to maintain a flexible work schedule when on deadline. Must be able to work occasional evenings and weekends. Ability to travel as needed. Need to be available in cases of emergency.

A bachelor’s degree is required. A bachelor’s degree in journalism, English, technical writing or a related field is preferred.

A minimum of three years of professional work experience in the field of communications is
required. Previous employment in higher education is preferred.

Other Knowledge, Skills and Abilities:

Mastery of rules of grammar and the AP Style Guide are essential. Must be highly computer literate. Must have extensive experience using Microsoft Office and be familiar with internet-based research, social media, website content management systems, scanner software, and basic editing tools and graphics functions.

Salary: Negotiable, depending upon qualifications and experience.

Anticipated Starting Date: Immediate

Administrative Unit: The Office of Communications and Marketing in the University Advancement Division.

Application Requirements:
Applicants must attach at least four published writing samples with their résumés. Those samples should best exhibit a well-developed writing style for in-depth feature articles and short news articles.

The posting will remain open until the job is filled. Applicants must submit a résumé; four samples of published nonfiction writing samples that best exhibit a well-developed writing style for in-depth feature articles and short news articles; and three references to:

UL Lafayette
Office of Communications and Marketing
Attn: Associate Director of Communications
P.O. Box 41009
Lafayette, LA 70504-1009

or to: kat@louisiana.edu

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