**Position: Web Communications Specialist/Portal Project Manager**

Responsibility: The Web Communications Specialist/Portal Project Manager is responsible for all official campus internal communication strategies and deliverables, particularly through the University’s portal, ULink. As Portal Project Manager, this person oversees all functional aspects of ULink to ensure quality user experience, information flow, accessibility, and accuracy. She/he will work closely with the campus information technology staff to maintain the portal and coordinate technology updates and advancements in the portal area.

This person:

* Coordinates with functional areas across campus to ensure portal content and technology stays updated
* Ensures quality, consistency, accuracy and timeliness of internal messages, primarily through ULink
* Refines core messaging to ensure organizational consistency in all aspects of communication including development, organizing, and education
* Plans and manages internal campaigns using the University’s main communication channels, including the ULink portal, Moodle, emails, memos, blogs, and campus digital signage
* Plans, implements, and measures internal communication programs to support the University’s mission and values and reinforce a cohesive culture across campus
* Coordinates internal messages with offices, colleges, and departments for employees and students
* Supports the consistent delivery of Human Resources communications projects, ensuring employees are aware and understand all personnel initiatives and services
* Could be called upon in crisis management and hybrid communications

Qualifications: The successful candidate will have a working knowledge of communication strategies, internal and corporate communication principles, and experience with content management systems and databases. She/he must have an expert-level attention to detail and at least two years of experience in professional writing and internal communications. This person must be an excellent facilitator and have exceptional skills in persuasive communication.

Bachelor’s degree preferably in English, communications, marketing or equivalent experience; master’s a plus.

Preferred Qualifications:

* 2+ years experience in content planning, production, and evaluation
* Exceptional written, verbal, and visual communication skills
* Experience with content management systems, web design principles, and user experience
* Experience with Banner systems
* Project and team management experience
* Team player with ability to work independently and present creative ideas
* Fast, flexible, cooperative work style; ability to reprioritize at a moment's notice
* Exceptional planning and organizational skills

Anticipated Start Date: Immediate

Applications: For initial consideration, please submit your cover letter, resume, and writing samples to:

UL Lafayette

Office of Communications and Marketing

Attn: Associate Director of Web Communications

P.O. Box 41009

Lafayette, LA 70504-1009

Or to: aimee@louisiana.edu

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