FISK UNIVERSITY

Job Description Form

Position Title: Communications and Public Relations Strategist

Department: Communications and Public Relations

Reports To: Vice President of Institutional Advancement

FLSA Designation: Exempt

Bargaining Unit Position: N/A

Date Written/Revised: July 2012

POSITION SUMMARY

The Communications and Public Relations Strategist will assist in the coordination of the University's communication and public relations activities including print and broadcast advertising, publication production, and special events promotions. This position will assist in establishing and maintaining a consistent image for the University and assist in achieving communication and marketing objectives.

ESSENTIAL FUNCTIONS

List job responsibilities/functions here:

- Primary responsibility for internal communications, press clips, weekly updates to staff on media coverage, marketing initiatives and results.
- Maintains accurate and up-to-date PR contact list.
- Assists in coordination of press and special events.
- Primary responsibility for content updates to PR pages of website, online news feed and social networking blogs and posts
- Primary responsibility for acquiring, filing and making accessible PR and marketing resources including video, photography, logos and graphics, sales copy, and press releases.
- Assists with writing and distributing news releases announcing important college information and events.
- Proofs print and broadcast copy for grammatical and typographical errors.

SECONDARY FUNCTIONS

- Assist in developing, implementing and evaluating public relations and marketing goals.
- Coordinate production and printing of publications and promotional materials in an effective and appropriate manner.
- Edit and proof written copy for publications, broadcast, and other media outlets.
- Operate and use photographic equipment.

ORGANIZATIONAL RESPONSIBILITY

No direct reports.

SPECIFIC JOB KNOWLEDGE, SKILLS AND ABILITIES

- Extensive knowledge of Microsoft Word, Excel, Outlook, Access and Photoshop.
- Experience with a Content Management System, preferably Sitefinity.
- Strong written, oral and telephone communication skills.
- Demonstrated experience preparing press releases, white papers and supporting materials.
- Ability to relate to individuals of diverse backgrounds, occupations, and personal characteristics.
- Ability to meet deadlines and ability to work independently and with staff to achieve goals.
- Must be able to handle multiple tasks and responsibilities.

QUALIFICATIONS

Education: BA/BS in communications, marketing, public relations or other related field.

Experience: A minimum of four (4) years experience; Previous experience in nonprofit development and marketing a plus.

Licenses or Certificates: None required.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to handle or feel; reach with hands and arms; talk and hear. The employee may regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

Normal office conditions. The noise level in the work environment is usually moderate.

This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform from time to time.