Hayes Hill Title/Level: University Relations Specialist, 100% twelve-month appointment
Working Title: University Relations Specialist
Position reports to: Director of Marketing and Communications

Position Summary:
Reporting to the leadership of University Relations, this position, with limited supervision, will develop and disseminate information on the University of Wisconsin-Superior (UW-Superior) to the campus and community. This position will develop, write and edit materials to support the promotion and public relations efforts of the university; research and implement new and emerging communication technologies, along with maintaining and updating university websites; and provide photography support to compliment online and print content. This position will ensure that the support of institutional goals in the areas of student recruitment, institutional fundraising, alumni relations and community relations along with the mission of the campus are well represented in all media formats.

Duties and responsibilities:

- Promote UW-Superior’s mission and marketing strategies, using news reporting industry standards, in the development, writing, editing, and layout of articles and news releases ensuring that the support of institutional goals in the areas of student recruitment, institutional fundraising, alumni relations and community relations along with the mission of the campus are well represented.
- Coordinate the production of print and online publications including Superior Alumni magazine and Buzzword alumni e-newsletter.
- Edit and proofread content created by other writers, to ensure the advancement of the UW-Superior mission in news releases, newsletters, speeches, magazines, brochures and other publications.
- Assist in planning and set-up of news conferences and university publicity events.
- Assist in monitoring how the university is portrayed in external media.
- Enhance and improve media relations on a local, state and national level through a coordinated effort with University Relations leadership and involvement with campus and community organizations.
- Maintain content on the university homepage, news webpage, University Relations webpage, event postings and other university webpages, by creating or working with authors on content, ensuring that the support of institutional goals in the areas of student recruitment, institutional fundraising, alumni relations and community relations along with the mission of the campus is well represented.
- Review and recommend updates to unit policies, programs and websites in consultation with unit leadership.
- Assist in maintaining, monitoring and updating university social media venues to alumni, donors, prospective students, current students, faculty, staff and other university constituents.
- Research higher education trends and develop initiatives to incorporate emerging communications technology.
- Assist in development and distribution of video communications, including oversight of visual media and other online communications.
- Assist in providing training and resources for the campus community in regards to writing, communications and website best practices.
- Serve as Assistant University Photographer to provide compelling images that complement marketing and communications efforts.
- Supervise, mentor and coach student employees to help create a rewarding learning experience and manage student work as assigned.
- Assist in providing emergency communication services.
- Actively participate in staff meetings and committee meetings as appropriate.
- Ability to participate in evening and weekend events as necessary.
- Attend, participate and report on various campus events when appropriate.
- Willingness to travel.
- Other duties as assigned by the supervisor.
Knowledge, Skills and Abilities:

- Knowledge of Associated Press (AP) writing style to be used consistently in all web copy.
- Knowledge of best practices for online content management and online user behavior.
- Knowledge of and photography experience including taking and editing photos, arranging photo shoots and selecting quality photos for publication.
- Knowledge of basic marketing concepts and practices.
- Skilled proficiency to research, develop, write and edit content with a focus on the intended audience(s).
- Strong organization skills.
- Skill in problem recognition and resolution skills.
- Strong oral communication skills.
- Skill with technologies and software for the office environment including MS Office (Word, Excel).
- Ability to be customer-service oriented, focusing on positive support and assistance to faculty, staff, students, alumni and the general public.
- Ability to work with multiple stakeholders to create and implement an effective communications strategy and ongoing relationship.
- Demonstrated ability to contribute to creative ideas and processes related to university marketing and communications.
- Demonstrated ability in managing and prioritizing multiple projects and adhering to specific deadlines or goals.
- Ability to give strong attention to detail.
- Ability to work independently as well as in a collaborative team atmosphere.

Required qualifications:

- Bachelor’s degree from an accredited institution in journalism, communications, public relations, English or related field.
- Five years of professional work experience specifically related to media relations including writing and photography.
- Basic knowledge and experience with Photoshop and online content management systems.

Preferred qualifications:

- Experience working in higher education.
- Knowledge of the Twin Ports and Northern Wisconsin media market.