UNIVERSITY OF WISCONSIN-SUPERIOR
POSITION DESCRIPTION
Associate University Relations Specialist

Working Title: University Relations Specialist
Hayes Hill Title: Associate/No Prefix/Sr. University Relations Specialist
Type of Appointment: 100% annual renewable appointment
Position Reports to: Director of Strategic Communications and Special Assistant to the Chancellor

Position Summary:
This position will seek, develop and curate stories about the University of Wisconsin-Superior (UW-Superior) aimed primarily at the community and media. This position will develop, write and edit materials to support the promotion and public relations efforts of the university. This position will research and implement inbound marketing techniques and create engaging content to increase visits to uwsuper.edu, including updating existing webpages using web writing techniques. This position is responsible for generating positive press coverage by developing relationships with journalists and creating relevant story pitches. 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. This position will work within a limited supervision environment.

Duties and Responsibilities:

- Promote UW-Superior’s mission and marketing strategies in the development, writing and layout of web content, articles and story pitches, ensuring 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.
- Assist in writing stories, speeches, web pages, magazine articles, and brochure/marketing pieces.
- Develop and assist with maintaining content on uwsuper.edu for the purposes of inbound marketing and media relations.
- Assist in the development of video communications for the purposes of inbound marketing, social media and media relations.
- Foster relationships with faculty and research institutions and identify potential stories that highlight student successes, alumni outcomes, and the academic excellence of UW-Superior.
- Develop relationships with local, regional and national journalists and create relevant story pitches that positively highlight UW-Superior.
- Edit and proofread content created by other writers to ensure the advancement of the UW-Superior mission in news releases, newsletters, stories, speeches, web pages, magazines, brochures and other publications.
- Assist in monitoring how the university is portrayed in external media.
- Serve as a backup planner for setting up news conferences and university publicity events.
- Serve as a backup for writing and distributing news releases for upcoming events, new hires and general campus news.
- Supervise, mentor and coach student employees to help create a rewarding learning experience and manage student work as assigned.
- Actively participate in staff meetings and committee meetings as appropriate.
- Ability to participate in evening and weekend events as necessary.

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Attend, participate and report on various campus events when appropriate.
Willingness to travel.
Other duties as assigned by supervisor.

Knowledge, Skills and Abilities:

- Knowledge of Associated Press (AP) writing style to be used consistently in all web and print copy.
- Knowledge of best practices for online content management and online user behavior.
- Knowledge of inbound marketing techniques and best practices.
- Knowledge of basic marketing concepts and practices.
- Knowledge of effective media relations practices.
- Skilled proficiency to research, develop, write and edit content with a focus on the intended audience(s), including writing for social media and the web.
- 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 and develop on-going relationships with key faculty and staff.
- Ability to deliver successful media pitches.
- 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.
- Basic knowledge of online content management systems.

Required qualifications:

- Bachelor’s degree from an accredited institution in journalism, communications, public relations, English or related field.
- Five years of professional work experience in media relations, writing and content management/development or related field.

Preferred qualifications:

- Experience working in higher education.
- Knowledge of local and regional (MN and WI) media markets.
- Experience in web content management.