

# The University of Texas at San Antonio

## Job Description

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**Job Title:** Communications Coordinator

**Code:** 10316

**Salary Grade:** 58

**FLSA Status:** Exempt

**Department/Division:** Campus Recreation – Student Affairs

**Reports to:** In accordance with specific departmental policies

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### Summary

- **Function:** To assist in the development and implementation of strategic communications for the department of Campus Recreation.
- **Scope:** Responsible for the organization and execution of communications and marketing activities as assigned by the Assistant Director of Marketing & Communications for Campus Recreation.

### Duties

#### Typical

- Ensure the highest possible level of customer service in order to provide exceptional experiences for students, faculty, staff, guests and university partners.
- Performs design functions to provide professional-level visual collateral for various multimedia channels including print, digital and social media.
- Serves as a member of the creative team to solve problems relating to the mechanical and visual design of information to be disseminated while aligning to the UTSA and Campus Recreation brand.
- Recommends visuals that will well present the desired end product and appeal to the targeted demographics interior and exterior to the department and university.
- Consult with stakeholders in relative program areas to ensure design expectations are being met in a timely manner.
- Writes, edits, formats, and assembles publications and copy for the department, ensuring that they are in compliance with University standards and requirements.
- Consistently seeks development of professional skillset by following industry trends and news in related areas of design, marketing and higher education.
- Ability to work within brand guidelines as outlined by departmental and university staff.
- Assist with the supervision of student staff including hiring, training, scheduling, providing feedback for evaluations and disciplinary processes and overseeing payroll for staff at both the main and downtown campus.
- Participate and contribute to departmental committees.
- Serve as a Core Communicator for Student Affairs.
- Represent Campus Recreation in campus community via committees and participation in various university functions.
- Participate in major departmental events and trainings.
- Act as a presenter/consultant for the department.

- Performs other duties as assigned.

**Education**

Required	Preferred
Bachelor's degree from an accredited university.	Bachelor's or Master's degree in a related field including graphic design, digital communications or other related field.

**Other Requirements**

Required	Preferred
Criminal Background Check (CBC)	N/A

**Experience**

Required	Preferred
Three years of experience in graphic design, public relations, communications, writing/editing, marketing, web publishing or a related field.	Experience in a higher education, government, or nonprofit environment.

**Skills**

Required	Preferred
<ul style="list-style-type: none"> <li>▪ Proficiency with the following Adobe Creative Cloud programs: Adobe Photoshop and Adobe Illustrator</li> <li>▪ Experience with digital photography and photo editing.</li> <li>▪ Experience with printing process and preparing files for printer.</li> <li>▪ Experience with Apple operating system and related hardware.</li> <li>▪ Demonstrated understanding of English language usage, writing styles, grammar, punctuation, and spelling.</li> <li>▪ Superlative writing and verbal communication skills.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience with any of the following Adobe Creative Cloud programs: Adobe Lightroom, Adobe InDesign, Adobe Premier Pro and/or Premiere Rush and, Adobe After Effects</li> <li>▪ Experience with professional printing and apparel design (t-shirts).</li> <li>▪ Experience marketing for digital including social media and web.</li> <li>▪ Experience with Content Management Systems such as WordPress, Drupal, Joomla or Cascade.</li> <li>▪ Experience with both Apple and PC operating systems as well as Canon digital photography platform.</li> </ul>

**Working Conditions**

Usual	Special
Usual office conditions.	Assignment deadlines may require overtime.

**Supervision**

Required	Given
General supervision from direct supervisor.	Occasional supervision or input provided to student marketing staff.

**Accuracy**

High proficiency in all phases of duties performed.
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**Security Sensitive**

Specific job requirements or physical location of some positions allocated to this classification may render the position security sensitive, and thereby subject to the provisions of section 51.215 Texas Education Code.
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**Internal Control**

Within the scope of position duties, responsible for seeing that operations are effective and efficient, assets are safeguarded, reliable financial data is maintained, and applicable laws, regulations, policies, and procedures are complied with.