UTSA.
The University of Texas at San Antonio™

Job Description

Job Title:	Communications Coordinator	**Job Family:**	Communications/ Public Affairs
Type:	Exempt	**Job Code:**	18637
Department:	Job available in different departments/divisions	**Salary Grade:**	61
Reports to:	In accordance with specific departmental policies	**Created/Revised:**	7/8/2022
Work Modality:	On-Campus		

This position is part of a market adjustment implemented in Spring 2022. New hire salary offers should at least be at the minimum salary established for this position based on the market adjustment. Please contact Compensation at compensation@utsa.edu with any questions.

Job Summary

To provide professional skills and oversight in communications, journalism, web development and marketing activities. Responsible for the organization and execution of communications and marketing activities in support of a large department or executive office.

Core Responsibilities

Typical:

1. Provides oversight, direction and coordination for communications and marketing functions of the department.
2. Develops communications, public relations and marketing programs, determining appropriate communications outlets and events to increase knowledge and exposure for the department.
3. Serves as the editor for all communications and publications. Writes, edits, formats and assembles documents and publications for the department, ensuring that they are in compliance with University standards and requirements.
4. Serves as the website coordinator for the department. Develops, maintains and updates websites; coordinates updates and content review and revisions; performs testing and quality control; ensures websites complies with University, System, and State mandates, guidelines, and legislation.
5. Works with University Publications to create a uniform image and brand in support of the University's values and strategic priorities.
6. Develops, cultivates and maintains internal communications networks within the department and the University community.
7. Monitors budgets for communications and marketing project and programs.
8. Performs additional duties as assigned.

Periodic:

1. Assists with special projects.
2. Assists with the research and summary of information; writes briefings, speeches and presentations.
3. Attends meetings and serves on committees.

Minimum Requirements

Education/Certifications
- Bachelor's degree in Communications, English, Journalism, Public Relations, Marketing, Information Systems or a related field from an accredited institution.

Experience
- Five years of experience in public relations, communications, writing/editing, marketing, web publishing or a related field.

Preferred Experience
- Experience in a higher education, government or nonprofit environment.

Knowledge Skills & Abilities

- Demonstrated understanding of English language usage, writing styles, grammar, punctuation, and spelling.
- Superlative writing and verbal communication skills.
- Ability to organize and track projects and tasks, to maintain time schedules, and to maintain attention to detail while managing multiple priorities.
- Demonstrated ability to develop and implement website improvements, learn and adopt the use of new software programs quickly and proficiently.
- Ability to understand and creatively solve complex problems in a deadline driven environment.
- Criminal Background Check (CBC).
- Personal computer, various desktop publishing software and Microsoft Office, and standard office equipment.
- Dreamweaver, Photoshop, Acrobat, Cold Fusion, or other web development software.

Core Competencies

Individual Contributor:

Customer Focus, Dealing with Ambiguity, Functional and Technical Skills, Action Oriented, Self-Development

Working Conditions

Working Environment:
- Usual office environment.
- Occasional evening or weekend work may be required.
- Some travel may be required to off-campus activities.

Physical Demands:
- Sedentary work; sitting most of the time. Jobs are sedentary, if walking and standing are required, only occasionally.

- Exerts up to 10 lbs. of force occasional