



The University of Texas at San Antonio™

Job Description

Job Title:	Public Affairs Specialist III	Job Family:	Job Family Name
Type:	Classified, Exempt	Job Code:	18677
Department:	University Communications	Salary Grade:	61
Reports to:	Public Affairs Manager	Created/Revised:	08/2022
Work Modality:	On-Campus, Remote, Hybrid		

This position is part of a market adjustment implemented in Spring 2022. New hires 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

Responsible for creating and delivering editorial content and information to UTSA stakeholders, including the media, that supports and elevates UTSA's brand, reputation and messaging.

Support University Communications and Marketing's strategic goals by interacting with print, broadcast and digital journalists to secure earned media coverage on behalf of the university.

Core Responsibilities

1. Produce, deliver and archive compelling editorial content, within prescribed deadlines, to support university news channels, social media channels, web pages and special projects.
 2. Interact with university faculty, students, staff, alumni and other stakeholders to complete editorial projects and identify news leads and feature leads.
 3. Develop and nurture a pipeline of contacts at traditional and emerging media channels in San Antonio, across Texas, nationally and internationally.
 4. Counsel UTSA faculty, staff and students in responding to media inquiries.
 5. Provide creative, editorial and technical direction to assigned staff as needed to achieve department's media relations goals.
 6. Monitor message consistency across the university's news and communication channels; contribute to the university's overarching messaging strategy.
 7. Research media relations best practices and recommend strategies for expanding and advancing UTSA's earned media presence.
 8. Contribute to department's multimedia and social media strategies to leverage cross-promotion opportunities for university-generated content.
 9. Monitor, analyze and report on media relations engagement and earned coverage.
 10. Supervise work-studies, interns and student employees.
 11. Demonstrate UTSA core values: Integrity, Excellence, Inclusiveness, Respect, Collaboration and Innovation.
 12. Perform other duties as assigned.
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Minimum Requirements

Education/Certifications

- Bachelor's degree in journalism, communications, marketing, public relations, English or a related field.

Experience

Required

- Four years of combined communications, journalism, professional writing or media relations experience.
- Criminal Background Check (CBC).

Preferred

- Five years of combined communications, journalism, professional writing or media relations experience.
- Experience in the use of media relations, Web, multimedia and social media measurement and reporting tools.

Knowledge Skills & Abilities

- An understanding of organizational branding and its importance.
- Demonstrated experience in the development and implementation of media relations, Web, multimedia and social media strategies, including measurement and evaluation.
- Ability to successfully and independently plan and manage projects at the strategic and operational levels, within prescribed deadlines.
- Demonstrated ability to earn national media coverage.
- Tact, discretion and the ability to maintain confidentiality, when required.
- Exceptional judgment and creativity.
- A keen sense of excellent customer service.
- Working knowledge of Adobe Creative Suite

Core Competencies

*Instructions: Select the appropriate Competency section below based on position. **Options:** Individual Contributor (IC), People Leader (PL), or Executive (Exec). Delete this instructions paragraph, Competency header (IC, PL, or Exec), and other Competency sections not applicable to position.*

Individual Contributor:

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

Working Conditions

Working Environment:

- Office Environment.
- Requires use of personal computing equipment, telephone, multi-functioning printer and calculator.
- Ex. Ability to travel to and from meetings, training sessions or other business-related events.
- Ex. After hours and weekend work is required on an occasional basis.

- Ex. Occasional after hours and weekend work or overtime may be required

Physical Demands:

- Describe any Physical Demands of the Position
- Ex. Sedentary work; sitting most of the time. Jobs are sedentary, if walking and standing are required, only occasionally.
- Ex. Exerts up to 10 lbs. of force occasional