

University of Houston – Clear Lake

Position Description

Job Title: **Coordinator, Media Relations**

Job Code: **3230**

Pay Grade: **030**

FSLA: **EX**

Location: **UHCL**

Retirement Program: **TRS**

QUALIFICATIONS

	REQUIRED	PREFERRED
Education	Bachelor's degree from an accredited university or college in Communications, Journalism or related field.	
Experience	Minimum of three years professional experience writing/editing in a communications environment, preferably as a journalist/reporter or a media relations writer. Minimum of two years publications management experience. Proficient in word processing and Web browsing software on a PC.	Hands-on graphic design/art direction experience a plus. Experience with desktop and Web publishing software on a PC or Mac a plus.
License/Certification		

This position may be security sensitive requiring a background check of the final candidate.

POSITION SUMMARY

The Coordinator of Media Relations provides universitywide media relations services, publications management support, assists with the daily management of the Office of Communications and serves as the chief communications officer in the absence of the Director of Communications.

Duties and responsibilities	% Time
Coordinate universitywide media relations activities including the strategic distribution of press releases, media advisories, photos, tip sheets, pitch letters and other materials to media outlets. Review drafts, edit final copy and determine distribution of news releases produced by other university departments. Respond to media inquiries received via phone, fax and Internet from local, national and international news sources. Develop and oversee the maintenance of targeted media distribution lists.	50
Provide publications management support for the university magazine, annual report, brochures, advertisements, and other projects. Includes a broad range of activities such as editing and writing copy, overseeing professional photo shoots, and assisting with project planning/execution and coordinating efforts of communications staff as well as freelance writers, photographers and designers.	25
Assist the Director of Communications in the development and implementation of media relations strategies for universitywide initiatives. Position works closely with administrators, deans, program chairs, faculty, staff, students and alumni to coordinate media relations activities. Position requires a thorough understanding of current trends in the news media, the ability to identify opportunities for positive news coverage, and interpersonal skills to cultivate strategic relationships with news reporters, editors and other members of the news media.	15

Assist the Director of Communications in the daily management of the Office of Communications and serve as chief communications officer in the absence of the Director. Includes, but not limited, to supervision of the full-time Senior Secretary and Publications Specialist and part-time Staff Writer to ensure projects are completed within deadlines and allocated budgets. Other duties as assigned.	10
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This position description describes the general qualifications, duties and responsibilities of work being performed.