

**JOB INFORMATION**

Effective Date	10/13/2021
Job Code:	3254
Job Title:	Communications Coordinator III
Salary Grade/Structure:	050 - Admin-Professional
Career Level Name:	
FLSA Name:	Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Communications
Job Family:	Writing & Communications
Job Summary	Provides communications support to the Student Services Division in the areas of marketing communications, writing and editing, photography, digital communications and web content graphics as needed. Coordinates and implements communications activities on behalf of Student Services to support university goals for primarily for current students and secondly for prospective and former students as well as other targeted audiences. Works closely with University Communications in the development of college/unit communications plans to ensure alignment with university goals and adherence to university branding and graphic identity while considering audience, message and platform. Assists with events and other tasks to support a range of programs and activities. Performs other job-related duties as assigned.

**COMPETENCIES**

## Competencies

Please refer to the [UHCL Human Resources webpage](#) for UHCL core competencies for all eligible job levels.

**QUALIFICATIONS**

## Education

Education Level	Education Details	Required/ Preferred	
Bachelor's Degree	in communications, digital media, graphic design or related field	Required	
Master's Degree	in Digital Media Studies	Preferred	

## Work Experience

Experience	Experience Details	Required/ Preferred	
Considerable	years of professional experience in marketing communications, public relations or journalism	Required	
Considerable	years of professional writing and editing experience	Required	
Considerable	years of professional experience in social media and digital photography	Required	
Less than 3 yrs	Experience in a higher education or non-profit communications environment	Preferred	

## Work Experience

Experience	Experience Details	Required/ Preferred	
Less than 3 yrs	Experience in graphic design and with email marketing and digital analytics	Preferred	
Less than 3 yrs	Experience in implementing communication strategies for print materials, digital publications, and web content and social media	Preferred	

## Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Preferred	
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## Knowledge, Skills and Abilities

KSAs	Proficiency
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## JOB RESPONSIBILITIES

Campus Security Authority ☐

Remote Work Capable ☐

## Essential Functions

Essential Function	% TIME
<ul style="list-style-type: none"> <li>Provide editorial and graphics support to promote key events and activities to engage prospective, current and former students as well as other targeted audiences. Activities include writing news media releases and social media postings, taking photos at events, and producing a range of materials such as advertisements, fliers, brochures, invitations, programs, posters and event signage. Collaborate with departments in Student Services division on implementation of an integrated communications and marketing plan. Collaborate with Enrollment Management on all communications with prospective students to support an integrated recruitment plan.</li> </ul>	80%
<ul style="list-style-type: none"> <li>Work closely with University Communications to ensure communications activities align with university strategies for prospective, current and former students and to ensure communications and web content comply with university branding and web governance standards.</li> </ul>	15%
<ul style="list-style-type: none"> <li>Perform other job-related duties as assigned.</li> </ul>	5%

## PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

## PHYSICAL DEMANDS/WORKING CONDITIONS

### Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing						
Walking						

### Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Sitting						
Lifting						
Carrying						
Pushing						
Pulling						
Climbing						
Balancing						
Stooping						
Kneeling						
Crouching						
Crawling						
Reaching						
Handling						
Grasping						
Feeling						
Talking						
Hearing						
Repetitive Motions						
Eye/Hand/Foot Coordination						

### Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold					
Extreme heat					
Humid					
Wet					
Noise					
Hazards					
Temperature Change					
Atmospheric Conditions					
Vibration					

### Travel Requirements

Estimated Amount	Brief Description