

Communication & Marketing Specialist (Full-Time) (Job #S09)
Tuskegee University

Direct Link: <https://www.AcademicKeys.com/r?job=163965>

Downloaded On: Oct. 23, 2021 9:32am

Posted Jul. 26, 2021, set to expire Nov. 25, 2021

Job Title	Communication & Marketing Specialist (Full-Time) (Job #S09)
Department	
Institution	Tuskegee University Tuskegee, Alabama
Date Posted	Jul. 26, 2021
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Classified Staff
Academic Field(s)	Communications/Public Relations
Apply Online Here	https://www.tuskegee.edu/discover-tu/human-resources/staff-positions/communication-marketing-specialist-full-time-job-s09

Apply By Email

Job Description

Communication & Marketing Specialist (Full-Time) (Job #S09)

Posting Date: July 25, 2021

Reposting

Posting End Date: September 25, 2021

Position: Communications and Marketing Specialist

Department: Office of Communications, Public Relations and Marketing

Status: Full time (Exempt)

Special Qualifications

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In keeping with the President's commitment to Tuskegee University demonstrating "Excellence in Every Way", the ideal Communications and Marketing Specialist will possess the willingness to use his or her expertise to assist in the university's efforts to be a sustainable academic organization committed to excellence.

Essential Duties and Job Responsibilities

The Communications and Marketing Specialist will serve as a member of the Office of Communications, Public Relations and Marketing team and will be key in executing communications, marketing and brand strategies that support the office's university-wide efforts. The successful candidate will report to the university's Senior Director of Communications, Public Relations and Marketing.

Essential Job Duties and Responsibilities

Essential job functions include, but are not limited to, the following:

develops, writes for, edits and publishes communications materials to advance the university's vision, mission, brand, goals and achievements among its target audiences (e.g., current and prospective students, faculty and staff, alumni and donors)

writes and edits news content for distribution to media, on the university's website, as part of university print and digital news publications, and through the university's social media platforms

produces materials with attention to content/style editing, copywriting and design, as well as for a variety of mediums — including internal and external publications; brochures; posters; newsletters; advertising; websites; presentations; development/fundraising materials; and print, broadcast and digital media

manages communications and marketing projects, monitors production calendars and deadlines, and coordinates the contributions of collaborators and external vendors

evaluates communications and marketing efforts to determine their effectiveness and ROI

Qualifications

Minimum Qualifications

Entry into the applicant pool requires:

a bachelor's degree in journalism, communications, marketing or relevant field from an accredited institution

superior communication skills to advance an organization's mission with clarity, passion and persuasion



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at least three years of experience writing content for publications, the media and/or the web
knowledge and demonstrated application of Associated Press Style standards
proven interpersonal skills and ability to build, foster and maintain relationships with both internal and
external constituencies, including students, administrators, employees, volunteers, alumni and donors
a valid driver's license
availability to work non-traditional office hours

Desired Qualifications

higher education-focused communications and marketing experience, especially in support of
institutional branding and storytelling, student recruitment, alumni affairs and/or fundraising
five or more years of writing and editing experience
demonstrated experience managing projects and/or acting in a client relations role in a
communications team or agency setting

Salary

Commensurate with education, training and experience

Additional Position Information:

Some weekend and after work hours may apply .
Minimal travel if any.

**The statements contained in this job announcement reflect general details as necessary to describe
the principal functions of this job, the level of knowledge and skill typically required and the scope of
responsibility. It should not be considered an all-inclusive listing of work requirements. **

APPLICATIONS will be accepted in the Office of Human Resources. Each applicant, including all
current/existing employees, must complete and submit a Tuskegee University employment application,
resume/CV, a list of (3) to (5) references (with detailed contact information) and copies of unofficial
transcripts (official transcript(s) will be required upon hire). Applicants must meet the minimum
qualifications and submit a completed application packet in order to be considered for the position.
The University reserves the right not to fill the position in the event of budgetary or operational



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constraints.

Human Resources Department

Attn: Employment/Recruitment

101 Kresge Center

Tuskegee University

Tuskegee, Alabama 36088

Email Address: employment@tuskegee.edu Fax: 334-724-4319

Equal Employment Opportunity Employer-Male/Female/Veteran/Disabled

Federal law requires identity and employment eligibility verifications on Form I-9 within three (3) business days of

employment. Must be able to pass a drug screen and background check.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact