Seminole State College of Florida Communications Specialist

DESCRIPTION:

The Communications Specialist provides support in writing, developing and implementing Seminole State College’s overall communications.

ESSENTIAL FUNCTIONS:

1. Provides support to the Communications Coordinator in the writing, editing and distribution of collegewide communications materials.

2. Interviews students, faculty and staff to develop communications materials for use in multiple platforms, including print, online and broadcast.

3. Researches and verifies facts for the development of articles, speeches and identified collateral material items for internal and external publications.

4. Writes and schedules high-impact messages and presentations for various platforms, including the College’s website, digital signage, print, interactive and electronic vehicles.

5. Works in conjunction with the Communications staff to monitor local and national media outlets including TV, radio, newspaper, magazine, and other publications and marks them for placement in an archive system.

6. Uses a content management system (CMS) to write, edit and maintain timely, accurate copy for the College’s website. Monitors College webpages and web content to ensure updated information, proper information linkage and optimum website navigation.

7. Coordinates with department staff in writing, monitoring, and scheduling content for the College’s social media sites assuring that the College’s brand and reputation are enhanced.

8. Monitors and updates communications during collegewide emergencies and while off-campus.

9. Serves on appropriate College committees to support the development and implementation of College goals and objectives.

10. Performs other related site- and position-specific responsibilities as assigned.

REQUIRED QUALIFICATIONS:

1. Bachelor's degree in communications, public relations, marketing, journalism or related discipline from a regionally accredited college or university.

2. Two (2) years full-time, professional work experience in public relations, journalism or related field.

3. Interactive/Web writing experience, proper information linkage and optimum website navigation.

DESIRED QUALIFICATIONS:

1. Experience in higher education communications.

KNOWLEDGE, SKILLS, & ABILITIES:

1. Knowledge of successful media and public relations strategies and practices.

2. Excellent ability to gather and synthesize information into easily understandable prose.

3. Skilled in news writing and Associated Press editing style.

4. Ability to expertly proofread and edit documents created by others.

5. Working knowledge of layout and design, print production and photography.

6. Expertise in MS Office Suite and Adobe Photoshop.

7. Working knowledge of HTML and MHTML language usage.

8. Effective organizational skills.

9. Ability to work independently, take initiative, meet deadlines and effectively manage multiple projects.

10. Effective interpersonal communication skills.

11. Ability to work effectively in a team setting.

12. Commitment to the philosophy, goals and mission of Seminole State College.

13. Committed to working in a multicultural environment.

14. Working knowledge of social media platforms (Facebook, Instagram, Twitter, YouTube, LinkedIn, Snapchat) and how they can be used as an effective communication platform

15. Ability to navigate the internet for research.

WORK ENVIRONMENT AND SPECIAL CONSIDERATIONS:

1. Works inside in an office environment.

2. May be required to work flexible hours including nights and weekends.

3. May be required to travel to and from College campuses and other events.