Communications Coordinator I
J o b   D e s c r i p t i o n

JOB INFORMATION

Effective Date	9/6/2023
Job Code:	3252
Job Title:	Communications Coordinator I
Salary Grade/Structure:	030 - Admin-Professional
Career Level Name:	
FLSA Name:	Non-Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Communications
Job Family:	Writing & Communications
Job Summary	The Communications Coordinator, will coordinate, execute, monitor, and measure UHCL Pearland marketing and communications efforts under the direction of the AVP/COO. The individual should be an excellent writer and have experience in social media and graphic design. The Communications Coordinator will develop website content, manage social media, write key publications, and produce stories and photos of programs and events.

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		Required	
Bachelor's Degree	Degree in Communications, Marketing, or related field.	Preferred	

Work Experience

Experience	Experience Details	Required/ Preferred	
Some	Minimum three years of professional experience in communications, marketing or a related field.	Required	
Less than 3 yrs	Minimum one year of professional experience in writing and website management.	Required	
Some	Experience in content creation for a variety of communications projects, brand management in higher education or non-profit communications environment.	Preferred	

Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred	

Knowledge, Skills and Abilities

KSAs	Proficiency
• Knowledge and experience in managing official brand SM accounts and websites.	Skilled
• Writing and editing with knowledge of Associated Press Style, ability to gather and organize research from a variety of sources.	Skilled
• Knowledge with a proficiency in graphic design software applications (Photoshop, Dreamweaver, Illustrator, InDesign etc).	Skilled
• Proficiency in use of Microsoft Office, Adobe Acrobat and Adobe Photoshop.	Proficient
• Experience with any social management platform and website CMS as well as the ability to review and report on metrics.	Skilled
• Experience with image editing and light graphic design work.	Skilled
• Strong written and verbal communication skills with excellent interpersonal skills and the ability and flexibility to work in a team environment.	Skilled
• Strong organization and time management skills, multi-tasking with the ability to handle multiple projects in a fast paced deadline oriented environment.	Skilled
• Creative, high attention to detail, and self motivated with a strong work ethic and commitment to quality and professionalism. Excellent technical and problem solving skills.	Proficient

JOB RESPONSIBIILTIES

Campus Security Authority   ☐

Remote Work Capable   ☐

Essential Functions

Essential Function	% TIME
• Identifies target audiences and most impactful delivery methods including presentations, key messages, targeted email, printed documents, press releases/news articles, web content, video, social media, and other means of communication. Leverage technology to optimize and increase innovative communication approaches to effectively reach all levels of audience.	40%
• After determining audience and delivery methods, design, create and develop materials including photographs, video and social media to inform and promote programs and events while ensuring all documents comply with university policies, procedures, and brand guidelines.	40%
• Establish metrics and report on them on a monthly basis. Makes recommendations based on analysis of collected data regarding user outreach.	10%
• Partner with members of Marketing and Communications and other key stakeholders as appropriate on individual projects or initiatives.	5%
• Other related duties as assigned.	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			X			
Walking			X			
Sitting					X	
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

Working Environment

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

Travel Requirements

Estimated Amount	Brief Description