

JOB INFORMATION

Effective Date	1/30/2023
Job Code:	3230
Job Title:	Coord, Media Relations
Salary Grade/Structure:	030 - Admin-Professional
Career Level Name:	
FLSA Name:	Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Communications
Job Family:	Media
Job Summary	The Coordinator, Media Relations writes and promotes UHCL news releases, news stories, and media advisories for local and regional media outlets. The Specialist will also serve as a point of contact for media partners looking to share UHCL news. The position serves as backup for the Assistant Director as needed. The successful candidate will have a proven track record in journalism or media relations managing tight deadlines, proactively pitching stories and creating meaningful work on a routine basis. The position requires a thoughtful, organized and results-oriented professional, accustomed to working in a fast-paced environment.

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	Degree in Marketing, Communications or a related field.	Required	
Master's Degree	Degree in Journalism, Public Relations or a related field.	Preferred	

Work Experience

Experience	Experience Details	Required/Preferred	
Less than 3 yrs	Minimum one year of writing experience in communications, public relations, or marketing environment.	Required	
Less than 3 yrs	Three years of related professional experience in journalism or public relations.	Preferred	
Less than 3 yrs	Experience with strategic social media program implementation and maintenance.	Preferred	

Licenses and Certifications

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

KSAs	Proficiency
• Knowledge of journalism foundations, such as writing, interviewing, reporting, and social media.	Proficient
• Knowledge of media relations foundations, such as working with the media to garner positive news for the university.	Proficient
• Knowledge of Associated Press (AP) style.	Skilled
• Excellent news and feature writing/editing skills.	Proficient
• Must have strong interpersonal and communication skills.	Proficient
• Social Media skills.	Skilled
• Ability to craft written pieces for a variety of audiences.	Proficient
• Ability to research and organize information from a variety of sources.	Skilled
• Ability to write and edit within AP style and establish university guidelines.	Skilled

JOB RESPONSIBILITIES

Campus Security Authority

Remote Work Capable

Essential Functions

Essential Function	% TIME
• Develop, research, write, edit and format copy for news releases, feature articles, pitch letters, media advisories, calendar listings and other materials to be published on the online newsroom and/or distributed to the news media.	25%
• Cultivates faculty, staff, students and other sources for stories and expert commentary.	25%
• Proactively pitches stories, research, expertise and news tips about UHCL to reporters, editors and producers.	10%
• Responds to media requests.	10%
• Uses social media to promote UHCL's external media efforts.	10%
• Tracks and reports media placements.	10%
• Shoot digital photography to enhance written materials.	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

Office and Administrative Support

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