

University of Delaware, Newark

Position: Communications Specialist – Part-Time

Department: Institute for Public Administration

Start Date: July 2022

This is a part-time, miscellaneous wage position with no University of Delaware benefits. The position is 20–25 hours per week between the hours of 9 a.m.–5 p.m., Monday-Friday. Specific hours have some flexibility.

CONTEXT OF THE JOB

The Institute for Public Administration (IPA) is a research center in the Joseph R. Biden, Jr. School of Public Policy & Administration. IPA addresses the policy, planning, and management needs of its partners through the integration of applied research, professional development, and the education of tomorrow's leaders

The work conceived and created by the incumbent is instrumental in the presentation of IPA's public policy programs and public service to state and local government leaders, education officials, community leaders, and nonprofit organizations. The incumbent must possess significant communications and other related software skills and be able to apply this expertise through preparation and quality control of digital and print materials that communicate IPA's public service programs and externally funded project research to internal and external audiences.

MAJOR RESPONSIBILITIES

- Assist with website development and maintenance projects (uploading content and images to create webpages, editing/creating new content for website, archiving old content).
- Lead efforts to recognize outstanding student, staff, and alumni contributions (develop/write content for news articles, spotlights, social media, newsletters, promotional pieces, and press releases).
- Maintain a current level of knowledge of all relevant University of Delaware policies related to external communications, branding, and marketing.
- Assist with developing and implementing endowment fundraising strategies.
- Photograph events and activities for use in promotional pieces.
- Assist with coordination and production of online webinars and training sessions.
- Develop and implement social media marketing strategies across multiple platforms.
- Assist with event promotion, preparation of materials (name tags, table tents, binders, handouts, certificates, etc.).
- Assist with podcast editing and promotion.
- Performs miscellaneous job-related duties as assigned.

QUALIFICATIONS

- Bachelor's Degree in Communications, Journalism, or related field preferred
- Effective organizational and oral, written, and interpersonal communication skills.
- Proficiency in composing and editing written materials.
- Proficiency with social media and e-communications.
- Proficiency in Microsoft Office applications (Word, PowerPoint, Excel) and professional design tools (including, but not limited to Adobe InDesign, Photoshop, and Illustrator, and Canva) on a Macintosh OSX platform.
- Proficiency in developing and maintaining web pages (experience with one or more of the following: Adobe Experience Manager, SharePoint, WordPress), including understanding of HTML, CSS, web-based graphic design and layout; web planning and organization skills; and the ability to apply web design principles and techniques to the creation and enhancement of integrated, complex websites.
- Proficiency in Zoom virtual meeting and webinar platform.
- Ability to create visual-design media for print and web-based publications and communication.
- Ability to work independently, but also effectively in a team setting within a diverse university community.
- Problem-solving skills.
- Ability to manage multiple priorities and maintain attention to detail.
- Knowledge and experience with podcast production (including Adobe Audition) preferred.
- Knowledge and experience with video production preferred.

To APPLY

Submit a letter of interest, your résumé, and 3 references to Sarah Pragg at pragg@udel.edu.

Employment offers will be conditional based upon the successful completion of a criminal background check. A conviction will not necessarily exclude you from employment.

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