# Senior Communications Specialist Standard Job Description

**Classification Title:** Senior Communications Specialist

**FLSA Exemption Status:** Exempt

**Pay Grade:** 13

**Job Description Summary:**

The Senior Communications Specialist, under supervision, writes, edits, designs and assists in the production of informational and promotional materials, presentations and special events.

**Essential Duties and Tasks:**

**35% Content Creation and Production**

* Independently creates, edits, designs, and produces various communication materials such as brochures, invitations, advertisements, flyers, newsletters, speeches, and reports.
* Leads news release drafting and ensures their effective distribution strategy.
* Designs graphic communications pieces within brand guidelines, initiating and executing creative ideas.
* Develops and refines templates for digital communications including social media, emails, and websites, ensuring consistency and effectiveness.
* Manages and organizes digital asset libraries.
* Drives enhancements to the multimedia presence of the organization or department through innovative contributions.

**25% Project Support and Coordination**

* Independently supports project timelines and monitors cost tracking, taking charge of coordination efforts.
* Leads the development and refinement of departmental communications plans, providing strategic and creative direction.
* Oversees the of planning and execution of projects, focusing on innovative implementation.
* Demonstrates effective task management within collaborative teams while taking initiative in creative contributions to articles, feature stories, and news releases.
* Independently publishes and updates content on organizational platforms and websites, ensuring alignment with strategic goals.

**20% Social Media and Digital Content Creation**

* Independently manages social media channels, driving creative content ideas and actively engaging with audiences.
* Oversees photography, video, and graphic design for digital and social media content, ensuring alignment with brand standards.
* Implements independent creative strategies and trends in digital communications and analytics, monitoring and adjusting as necessary.
* Leads collaboration with teams to create cohesive print and digital support materials, ensuring they meet strategic objectives.
* Independently contributes to marketing plans through communication and promotional activities, leveraging innovative approaches.
* Oversees website content updates and leads web projects with a focus on creative execution and strategic impact.

**20% Duty Title (for the department's use)**

* Remaining Percentage Can Be Determined by Department to Meet Business Needs or Can Be Incorporated into Percentages Above.

**Qualifications**

**Required Education:**

* Bachelor’s degree or equivalent combination of education and experience.

**Required Experience:**

* Five years of communications and/or marketing experience.

**Required Licenses and Certifications:**

* None

**Required Knowledge, Skills, and Abilities:**

* Strong written and oral communications skills.
* Demonstrated ability to successfully manage projects.
* Ability to work professionally and harmoniously in a service-oriented position.
* Self-motivation and ability to manage time efficiently, as well as make quick decisions, with minimal supervision.
* Critical thinking skills.
* Ability to collaborate successfully with internal and external teams.
* Proficiency/mastery with social media channels and emerging social media trends.
* Proven ability to create content specifically for social media communication.
* Ability to multitask and work cooperatively with others.

**Additional Information**

**Machines and Equipment:**

* Computer
* Telephone

**Physical Requirements:**

* None.

**Other Requirements and Factors:**

* This position is security sensitive.
* This position requires compliance with state and federal laws/codes and Texas A&M University System/TAMU policies, regulations, rules and procedures.
* All tasks and job responsibilities must be performed safely without injury to self or others in compliance with System and University safety requirements.

**Is this role ORP Eligible? If so, it needs to meet the criteria on the** [**Rules and Regulations of the Texas Higher Education Coordinating Board**](https://reportcenter.highered.texas.gov/reports/data/user-friendly-version-of-ch-25/)**.**

**Yes**

**No**

**Does this classification have the ability to work from an alternative work location?**

**Yes**

**No**