

JOB DESCRIPTION:	Communication Specialist		
DEPARTMENT:	Marketing & Communications		
REPORT TO:	Marketing Director		
EEO CLASSIFICATION:	Professional	FLSA STATUS:	Exempt
CUPA HR	#443100	DATE APPROVED:	14-MAR-2021
CLASSIFICATION:		DATE MODIFIED:	11-JUN-2025

SUMMARY: Develops and coordinates a wide variety of institution-wide written and multi-media content designed to connect with WNMU stakeholders including students, employees, alumni, decision-makers and members of the media.

DUTIES:

1. Writes and edits copy for university-wide promotional and informational materials such as news releases, feature articles, brochures and web pages.
2. Responds to requests for information from the media and public; distributes promotional materials, including and press kits; prepares and presents information to internal and external sources.
3. Maintains university social media presence through the creation of original content.
4. Builds and maintain relationships with members of the media, including local, statewide and regional as well as pitching stories and placing op-eds and other thought leadership articles.
5. Monitors earned media associated with WNMU and its affiliates to ensure accurate and positive reporting.
6. Assists in designing, coordinating, and presenting marketing programs, publicity efforts, and advertising campaigns.
7. Plans or assists with planning and coordinating special events such as open houses, book signings, outreach and community events, news conferences and exhibits.
8. Oversees the production of routine university-wide promotional printed and digital materials.
9. Serves as liaison to internal and external sources.
10. Assists in conducting market research.
11. Provides a broad range of administrative and supervisory functions. Supervises assigned staff in accordance with WNMU personnel practices including recruitment, training, performance evaluation, guidance, etc. Participates in the process of ongoing personal and professional development. Maintains comprehensive communication among all contacts (internal and external). Models professional standards and ethics in accordance with WNMU philosophy.
12. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Bachelor's degree in strategic communications, journalism or related field or two years of relevant work experience. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Ability to create, compose and edit written materials. Ability to gather data, analyze information and prepare reports. Ability to plan, organize and coordinate media activities and special events. Ability to use independent judgment and to manage and impart information to a range of clientele and/or media sources. Knowledge of marketing media and funding sources. Must have solid demonstrated knowledge of media and computer functions. Must be knowledgeable of University policies and procedures. Must be able to handle multiple deadlines and maintain accuracy. Must be sensitive to cultural differences within the University

and community.

3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.
4. **Other requirements:**
 - a. Requires a valid driver's license.
 - b. Required to complete Defensive Driving Course within 6 months. (If applicable to the role)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)