

SCHOOL OF NURSING
UNIVERSITY OF ALABAMA AT BIRMINGHAM

Position Description
Communications Specialist – Dean's Office
UAB Employment Site #T227930

SUMMARY:

Under general supervision, perform research, writing, editing and production tasks for communications across multiple platforms for the Office of Strategic Marketing & Communications, including but not limited to magazines and informational/promotional materials, about and for external and internal constituents of the UAB School of Nursing. This includes working with Strategic Marketing & Communications team to develop/schedule/select photography/illustrations and graphics for assigned communications, ensuring copy is clear, grammatically correct and resonates with target audience(s), and follows appropriate internal processes for approval. Coordinate content, layout, publication and distribution of select e-newsletters and follow all internal processes for approval. Under the direction of the Strategic Marketing & Communications Executive Director, develop specialized communications and content as requested by the Dean's Office. Interpret creative direction and detailed information from Strategic Marketing & Communications Executive Director, Director and/or Dean's Office to formulate copy concepts to be used across multiple platforms. Collaborate with teams across school to brainstorm to develop copy for multiple platforms to meet communications and marketing needs and expectations. Update and maintain project management tracking for all assigned tasks to ensure clear understanding among the Strategic Marketing & Communications team as to where all tasks stand and so status can be clearly communicated with constituents and Leadership, all approval processes are followed, and all deadlines are met. May represent the School of Nursing in interaction with a broad spectrum of individuals both internal and external to the University, including faculty, administrators, staff, and the community. This role is an integral part of the School's team of marketing and communications professionals. Individual will report to the Executive Director of Strategic Marketing and Communications with day-to-day supervision by the Director of Communications. This is not a remote position.

RESPONSIBILITIES:

- Research, write, edit and collaborate on production tasks for marketing and communications content to be used across multiple platforms.
- Produce engaging content that is clear, grammatically correct and will resonate with target audience(s), including internal and external constituents.
- Coordinate content, layout, approval, publication and distribution of select e-newsletters.
- Develop specialized marketing, communications and other content as assigned.
- Maintain project management tracking for all assigned tasks.
- Collaborate with team to develop ideas, schedule and select photography and/or graphics for

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assigned content.

- Keep abreast of best practices in the field and remain up to date on current trends and new technologies in the communications and marketing landscape and know and understand what copy specifications are for multiple platforms.
- Comply with all UAB communications policies and brand standards.
- Perform other duties as assigned.

General

- Directly responsible to the Exec. Director or Strategic Marketing & Communications and Director of Communications. Update and keep informed of projects and status of work upon request.
- Track all assigned activities as well as fulfill other requests for reports as directed by the Exec. Director or Strategic Marketing & Communications and/or Director of Communications.
- Commit to the highest ethical standard in all activities, including interaction with internal and external constituents.
- Work as a team member and support the efforts of the Dean's Office and the Office of Strategic Marketing & Communications.
- Performs other related duties as directed to support the mission of the School of Nursing.
- Maintains confidentiality and performs work in accordance with SON and UAB policies and procedures.

QUALIFICATIONS:

Requires a bachelor's degree, preferably in Communications, Journalism, Creative Writing, Marketing, or other related field, and one year of related experience. Work experience may NOT substitute for education requirement. Experience in writing, with higher education communications experience strongly preferred. To be successful in this role this individual must: be able to work independently and be a self-starter; thrive in a fast-paced environment; demonstrate exceptional written and verbal communication skills so information and ideas are clearly understood by others; demonstrate exceptional time management and organizational skills; demonstrate exceptional critical thinking skills; and possess developed leadership and interpersonal skills. Requires an in-depth knowledge of and demonstrated proficiency with desktop publishing and/or specific word processing packages and other multimedia and electronic media tools as designated by the School and University. Must have demonstrated proficiency with Adobe Creative Suite, Microsoft Office 365, especially Microsoft Teams, OneDrive, Word, Excel and PowerPoint; database management software; possess Internet search skills; other multi-media tools as designated by the School. Prior experience and demonstrated proficiency with Asana and Salesforce Marketing Cloud is highly desired. This individual must adhere to all FERPA, HIPPA, and other confidentiality standards and be willing to contribute and subscribe to the mission of the School of Nursing at The University of Alabama at Birmingham and be willing to contribute and subscribe to the mission of the School of Nursing at The University of Alabama at Birmingham.

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