

Baptist University of the Americas
JOB DESCRIPTION

TITLE: **Communications Specialist**

DEPARTMENT: **Communications**

REPORTS TO: **President**

SUPERVISES: **None**

STATUS: **Non- Exempt**

BASIC FUNCTION: Initiate and coordinate communications for the University. Those include but not limited to internal communication, external communications with key stakeholders, writing press releases, working with media outlets, managing Baptist University of the Americas social media presence, monitoring media requests, maintaining the school website, development of a monthly e-newsletter, etc. This position will drive critical communication pieces for the University. Additionally, this position will be the lead writer and gathering student stories, promotion and recruitment. Will interface with the recruitment taskforce team in an effort to recruit students for the University. This is a position that will interface with students on a regular basis.

RESPONSIBILITIES/TASKS:

- *1. Serves as content manager and routing agent for all public relations, news, and collateral content produced for Baptist University of the Americas.
- *2. Write content for website, print, and or video projects
- *3. Develop and or manage the historical collection, writing and editing of BUA news and information content including print, electronic, and potential video content.
- *4. Develop and implement a communication strategy that includes media outreach and social media content.
- *5. Engage with students and staff in an effort to gather key student stories for a variety of media outlets.
- *6. Strategically plan, develop, and initiate a social media presence including Facebook, Instagram, and Twitter.
- *7. Write press releases, and content for the University website, blogs and newsletters.
- *8. Plan, develop and execute the development of monthly e-newsletters for key constituents for the University, including donor, alumni and student newsletters.
- *9. Plan and distribute internal organizational communications to assist in creating a healthy organizational culture.
- *10. Connect and work with outside organizations to promote and share student stories in an effort to fulfill the mission of the University.
- *11. Adhere to the University's style of publications to ensure uniformity and consistency with future publications.

- *12. Build and maintain relationships with journalists and key external role players in an effort to promote the University.
- *13. Work with the IT dept, to provide pertinent information on announcements related to students that would include using email, social media and TV screens used for promotional purposes.
- *14. Work successfully as part of a team and responsible for developing and maintaining strong working relationships with co-workers.
- *15. Attend and participate in staff meetings and training as required.
- *16. Perform special assignments, projects, and other duties as required.

* Indicates essential functions of the job.

POSITION EXPERIENCE & ABILITIES:

NOTE: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.

1. Requires in-depth understanding of communications. Bachelor's Degree in a related field of study is preferred.
2. Proficient ability to speak, read and write Spanish preferred.
3. Requires proficient ability to define problems, collect data, establish facts, and draw conclusions dealing with abstract variables.
4. Proven track record of simultaneously and effectively managing multiple projects.
5. Ability to partner with and influence others without direct authority; build consensus and look for collaboration with people from different functions and all levels required. Excellent team player.
6. Excellent stakeholder management, including strong knowledge and partnering ability with outside business or organization required.
7. Requires a strong sense of diplomacy and demonstrated success in developing strong collaborative relationships with organizational peers and outside colleagues.
8. Requires recognized ability to meet multiple deadlines by maintaining a high level of organization.
9. Requires experience developing, directing and managing multiple projects and implementing strategic program goals.
10. Ability to minimize risk to the university and remove obstacles required.
11. Excellent presentation and influencing skills.
12. Requires ability to maintain confidentiality.
13. Requires proficient ability to exhibit detail-oriented skills necessary to understand and manage a wide-range of information.
14. Proficient working knowledge and ability to accurately and timely operate and perform computer related tasks with specific equipment and software applications, including Microsoft Word, Excel, Power Point, and Outlook, required.
15. Requires professional commitment to Christian principles and teachings so as to perform tasks and responsibilities in alignment with BUA's mission and vision.
16. Requires ability to speak clearly and make self understood in face-to face interactions; to articulate with extreme accuracy and precisions to give directions speak on the phone, etc.
17. Requires ability to communicate professionally and effectively orally and in writing.

18. Requires ability to establish and maintain effective working relationships with staff, trustees, vendors, students, families.
19. Requires ability to effectively work under pressure and remain flexible as priorities change; ability to effectively communicate orally and in writing and speak in front of groups.
20. Requires ability to work under minimal supervision; exercise sound judgment and confidentiality.
21. Requires sufficient good health to properly discharge duties. Employees shall not be permitted to work who have infectious disease or skin lesion for the duration of the communicability.

POSITION CRITICAL SKILLS:

NOTE: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.

1. Project/Program Management: Effectively direct and integrate all aspects of a project or program, ensure that work progresses toward achieving goals and objectives.
2. Self-management. Demonstrate self-control and an ability to manage time and priorities. Make sound decisions even under pressure.
3. Planning and Organizing. Establish a course of action for oneself and/or others to accomplish specific goals. Plan proper assignments in order to appropriately allocate resources that may be available.
4. Leadership. Create and communicate a clear a vision/ goal, gain alignment with appropriate stakeholders, and foster a supportive climate that will achieve the desired results.
5. Communication. Clearly express ideas, either verbally or in writing, to include but not limited to grammar, organization, and structure. Ability to communicate cross-culturally among various cultures.
6. Research. Effectively identify, collect, organize, and document data and information in ways that make the information most useful for subsequent assessment, analysis, and investigation.
7. Willingness to Learn. Assimilate and apply new job-related information promptly.
8. Creative & Innovative Thinking. Develop innovative ideas that provide solutions to all types of workplace challenges. Involves adapting traditional or devising new approaches, concepts, methods, models, designs, processes, technologies, and/or systems. Includes a willingness to take fresh perspectives and risks in his/her thinking and seeking out fresh ideas from a wide variety of sources.
9. Ethics & Integrity. Consistently earn the trust, respect, and confidence of coworkers and students through consistent honesty, forthrightness and professionalism in all interactions. Includes meeting commitments and promises.

POSITION CRITICAL BEHAVIORS:

NOTE: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.

1. Team Player. Work effectively with others in the organization and outside the formal lines of authority (i.e., peers, students and senior leadership, and the like) to accomplish organizational goals and to identify and resolve problems. Includes considering the impact of your decisions on others.
2. Critical Thinking. The ability to actively and skillfully conceptualize, apply, analyze, synthesize, and/or evaluate information as a guide to belief and action

3. Bias for Action. The propensity to act or decide without customary analysis or sufficient information to achieve critical goals or objectives. Includes responsible risk-taking.
4. Self-Starter. Demonstrate initiative to act to achieve goals beyond what is necessarily called for. Includes the ability to work in a less structured environment.
5. Customer Service Orientation. Make efforts to listen to and understand the customer (both internal and external), anticipate customer needs and give high priority to customer satisfaction.
6. Self-Confidence. Demonstrate initiative, confidence in oneself, resiliency and a willingness to take responsibility for personal actions. Have the courage to voice views that are unpopular
7. Thoroughness. The ability to balance an attention to detail with the cost and benefit of doing so.
8. Adaptability. Maintain effectiveness in varying environments, tasks and responsibilities, or with various types of people. Stay agile in the face of change.

BAPTIST UNIVERSITY OF THE AMERICAS VALUES:

NOTE: Baptist University of the Americas follows Christ-centered values administered with professional excellence. Organizational values are critical because they define Baptist University of the Americas (BUA) personality and provide our employees clarity about how to behave.

1. Core Values. Our Core Values are behavioral traits that are inherent in BUA; they are:
 - a. Christ –Centered (Self-sacrificing, forgiving and biblical)
 - b. Baptist (identity, and foundational)
 - c. Holistic in our teaching and learning (dedicated to the mission and purpose of BUA in higher education.
 - d. Integrity (with our responsibility and respect toward others.)
 - e. Cross-Cultural Competency
 - f. Hospitality (providing customer service, internally and externally)
 - g. Community
 - h. Servant Spirit (humble, treat others with respect, put others first, team player); and
 - i. Passion-driven (dedicated to the mission and purpose of Buckner, persevere, reliable, work hard).
2. Expected Values. BUA also holds all employees accountable for those traits which represent minimum behavioral standards: Honesty, Integrity, Respect for Others, Hardworking, Fair-minded, Accountable, and Responsible.

NOTE: Baptist University of the Americas complies with all the employment provisions of the Americans with Disabilities Act.

The purpose of Baptist University of the Americas job description is to describe the basic function, major responsibilities/tasks and essential functions of each job so that employees can better know what is expected of them. The job description also provides information useful for recruiting, training, and performance appraisal. This document does not create an employment contract, nor does it modify the at-will employment status of all employees.

A job description is not meant to inhibit employee creativity or innovation. The description will be revised as job responsibilities change materially.

I acknowledge receipt of this job description.

I acknowledge that I have read this job description and any questions or concerns have been asked and answered to my satisfaction. I acknowledge that I can perform all of the essential functions of this job. I acknowledge that I thoroughly understand the requirements of this job.

Employee Signature

Date