

Specialist, Student Life Communication

FLSA Status: Non-Exempt

Pay Grade: 11

Job Title ID: 123005

Job Series/Job Family: Student Support & Success Series / Student Life Family

Reports To

Director, Student Life

Job Purpose

To advise and coach student staff in the design and production of the student communication media; and to design and produce publications and other media for student use.

Description of Duties and Tasks

Essential duties and responsibilities include the following. Other duties may be assigned.

Required

1. Responsible for ad sales, billing, collection, and tracking of transactions for student newspaper and student publications.
2. Produces, proofs, and edits student publications (planners, handbooks, manuals, etc.) and submits to the Student Life Communications Coordinator for approval.
3. Recruits, selects, and promotes student staff for newspaper, magazine and other media.
4. Coaches and evaluates student staff in the area of assigning stories, graphic design, selling advertisements, production, layout and selecting images for the newspaper, magazine, and other student media.
5. Coaches students in setting and ensuring the production and publication deadlines are met.
6. Instructs students in the layout and design of the student newspaper and other media, and the development, maintenance and updating of the online version and posting material to the web.
7. Handles production and publication process details, including establishing run counts, providing proofs and weekly updates, distributing paper copies and maintaining archive files.
8. Develops and maintains a database of student designers, reporters, photojournalists, and illustrators. Assists with the selection and evaluation of student interns and with processes to allow students to develop portfolio work.
9. Coaches students in preparation for competition in the annual Texas Community College Journalism Association (TCCJA) Texas Intercollegiate Press Association (TIPA) conference and other competitions. Travels with students to such events.

Knowledge

Must possess required knowledge and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- AP style.
- Online publishing processes and production techniques.
- News reporting and editing principles, practices, and techniques.
- Writing techniques and styles.
- Graphics design and commercial art techniques.
- Printing processes and production techniques.
- Coaching, mentoring, and advising practices and processes.

Skills

Must possess required skills and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- Maintaining an established work schedule, including meeting strict deadlines. Some evenings and weekends. Occasional overnight travel.
- Effectively using interpersonal and communications skills including tact and diplomacy.
- Effectively using organizational and planning skills, including attention to detail and follow-through.
- Creating written information and editing for accuracy.
- Online and print publication layout, design and typography.
- Effectively working with a diverse and multicultural student body.
- Working collaboratively.
- Maintaining confidentiality of work related information and materials.
- Establishing and maintaining effective working relationships

Computer Skills

Required

- Demonstrated proficiency using standard office and desktop graphic design and publishing software including Microsoft Office, Adobe Creative Suite: Illustrator, InDesign, Photoshop, Acrobat, Quick Books, and File Transfer Protocol (FTP).

Physical Requirements

Required

- Occasional lifting of objects up to 25 pounds.
- Subject to standing, walking, sitting, bending, reaching, kneeling, pushing and pulling
- Work is primarily performed in a standard office environment

Work Experience

Required

- Two years related work experience.

Preferred

- One or more years experience advising student media.

Education

Required

- Bachelor's degree.

Preferred

- Bachelor's degree in Journalism, Graphic Design, Business or related field.

Licenses/Certifications

Required

- Valid Texas driver's license.

Safety

Required

- Work safely and follow safety rules. Report unsafe working conditions and behavior. Take reasonable and prudent actions to prevent others from engaging in unsafe practices.