



Savannah State University Position Description – Writer Communications Specialist

POSITION DESCRIPTION

Position Title: Writer/Communciations Specialist FLSA Status: Exempt
Reports to: Director of Communications
Department: University Advancement
Date Prepared: June 2003

BASIC FUNCTION

The Writer/Communications Specialist develops, writes and edits internal and external communications that relate to university advancement in terms of media relations, publications, fundraising, etc.

NATURE & SCOPE

Reporting directly to the Director of Communications, this position prepares administrative correspondence, media releases, articles for external media placement, newsletter articles and other features, publication copy, scripts and other documents as assigned and/or needed. Also, the specialist assists with various aspects of event planning ; monitors publications handled by commercial printers; and collaborates with appropriate campus departments on communication, publication and outreach projects.

PRINCIPAL ACCOUNTABILITIES

- Write, edit, and distribute news releases, advisories, PSAs, etc. to designated media outlets. Maintain and cultivate contacts at print, broadcast and other relevant media outlets. Assist reporters with requests for information, interview arrangements, etc.
- Conduct interviews and other necessary research to complete assignments. Review, edit and standardize publications, documents and other materials, briefs, proposals, etc.
- Respond to requests for information from internal and external constituents. Assist with special event planning.
- Attend campus events and special functions.

SPECIALIZED KNOWLEDGE AND EXPERIENCE REQUIRED

This position requires a bachelor's degree in English, journalism or public relations. Three years relevant professional experience; strong writing and editing skills; ability to manage multiple assignments; adapt to flexible job situations and hours; understanding of team concept and professional appearance. Applicable knowledge of desktop publishing (PageMaker/InDesign, Quark, PhotoShop, Illustrator) Web-related design in desired.