POSITION X2375  Communication & Marketing Professional

LOCATION  Family & Consumer Sciences Department, UT Extension, UT Institute of Agriculture, The University of Tennessee, Knoxville, TN

TARGET START DATE  December 1, 2023

SALARY AND BENEFITS
Salary is commensurate with training and experience. This is a grant-funded position. Continued employment is contingent upon performance and funding. Benefits include group hospitalization and life insurance, State Employees Retirement; Workers’ Compensation; sick and annual leave; numerous University of Tennessee and state benefits programs, including liberal time off for holidays and longevity pay after three years of service; reimbursement for official travel.

JOB DESCRIPTION
Family & Consumer Sciences (FCS) provides the educational component for the University of Tennessee Extension in life, home, and health to the community. FCS programs are in the areas of Health, Family & Consumer Finance, Parenting & Child Care, Nutrition & Food Safety, and Food Preservation and brought into the communities of urban and rural Tennessee. This Communications & Marketing Professional position supports the efforts of the Family & Consumer Sciences department by providing high quality audio/visual marketing material; marketing and social media planning; and implementing and evaluating a statewide educational program within the Creative Content Team for Family & Consumer Sciences.

RESPONSIBILITIES
• Program and marketing development
• Translates content objectives into clear strategies to build positive relationships with clients, partners and stakeholders.
• Implement audio/visual marketing products, digital marketing, consultations, and proposals.
• Ensure FCS, UT Institute of Agriculture and programmatic effort’s visual communications and brand standards are met across all printed and digital media. Review work, troubleshoot and provide feedback.
• Provides audio/visual and creative design and marketing services to aid in the overall marketing goals of the department.
• Help manage and upkeep digital assets and social media presence for the department and relative programs.
• Provide vision and consultation for creative needs for programing withing the department.
• Keeping current on current trends in communications and design thinking methodologies.
• Help to oversee outreach goals, deliverables, timelines, and budgets.
• Update program and marketing material from collected data. Coordinate and select tasks forces within UTIA for action.

All qualified applicants will receive equal consideration for employment and admissions without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status. Eligibility and other terms and conditions of employment benefits at The University of Tennessee are governed by laws and regulations of the State of Tennessee, and this non-discrimination statement is intended to be consistent with those laws and regulations. In accordance with the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, The University of Tennessee affirmatively states that it does not discriminate on the basis of race, sex, or disability in its education programs and activities, and this policy extends to employment by the University. Inquiries and charges of violation of Title VI (race, color, national origin), Title IX (sex), Section 504 (disability), ADA (disability), Age Discrimination in Employment Act (age), sexual orientation, or veteran status should be directed to the Office of Equity and Diversity (OED), 1840 McClure Avenue, Knoxville, TN 37996-3560, telephone 865-974-2498 (TTY available) or 974-2460. Requests for accommodation of a disability should be directed to the ADA Coordinator at the Office of Equity and Diversity.
• Determine changes and updates to the statewide program’s marketing efforts.
• Manage digital assets, website multimedia, videos, podcasts, Facebook (and other social media pages), and any other ways of contacting the public with our programs. Must provide a professional image of Extension through these outlets.
• Performs tasks using established methods, principles, concepts, and procedures related to a specialized field.
• Determines the best way to communicate with the audience using the most effective mechanism to create and distribute information.
• Works independently in creating and developing original content.
• Analyzes problems and develops solutions using professional judgment.
• Work is guided by objectives and expected outcomes with general direction.
• Perform other duties as assigned.

QUALIFICATIONS
Required
Education
• Associate’s degree in audio visual technology, communications/public relations, family studies, education, or substantial work experience.

Experience
• Three to four years of experience in at least one area of audio/visual design, marketing, social marketing or communications.

Job Skills
• Demonstrated knowledge and ability to work efficiently and effectively and to produce quality communications with minimal direct supervision.
• Advanced expertise of the latest techniques in the effective use of audio recording, video recording, multimedia marketing products, and social media for effective communication, (including the Adobe Creative Suite).
• Demonstrated ability in project management to effectively balance competing interests, multiple projects, and other duties to meet deadlines.
• Demonstrated ability to work independently or in a collaborative environment.
• Effective communication, presentation, and customer service skills.
• Staying informed on current and emerging trends through active professional collaborations and development activities.

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Preferred
• Bachelor’s degree with 1 to 2 years of successful experience in digital design, audio visual production and/or information management, communication strategies, social media outlets or marketing.
• Experience in the following areas: digital asset management, social media management, photography, audio/visual production, and web application design.

TO APPLY:

Please apply online by clicking this link: External Applicants Internal Applicants

Submit a complete application packet which includes a 1) letter of interest, 2) a resume or curriculum vitae, 3) and official or unofficial transcripts showing degree(s) conferred.

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