

POSITION X2469	Communications Specialist
LOCATION	University of Tennessee, Institute of Agriculture, Extension, Department of 4-H Youth Development and Extension Administration
EFFECTIVE DATE	January 1, 2025

SALARY AND BENEFITS

Salary is commensurate with training and experience. 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

Provides leadership and vision for communications and outreach efforts for the 4-H department as well as for the Extension Dean's office. Develop vision for and create outreach efforts in areas such as video production, publication design, and photography. Serve as departmental liaison for IT and Marketing and Communications offices at the Institute.

RESPONSIBILITIES

Establish and manage all communications channels and content for the 4-H department and Extensions Dean's office:

- Coordinate the online presence for 4-H department and UT Extension through their websites
- Create content for social media platforms (Facebook, Instagram, Twitter, YouTube, etc.)
- Create content and write news releases, articles, and news highlights
- Curate/create content and manage departmental newsletters
- Respond to public inquiries via email or social media
- Inform public, students, faculty, staff, alumni, and other audiences about news, research, Extension programs, and current events happening in the 4-H department and Extension Dean's office.

Create/design specialized projects for Dean and 4-H Director:

- Produce photos/videos of 4-H staff involved in youth development activities
- Create photo and video archives of departmental activities
- Create and assist with correspondence to donors and stakeholders on behalf of the Dean as well as the 4-H Director

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 McRose Avenue, Knoxville, TN 37996-3560, telephone 865-974-2498 (V/TTY available) or 974-2440. Requests for accommodation of a disability should be directed to the ADA Coordinator at the Office of Equity and Diversity.

- Create graphic design and manage print processes for projects such as Extension publications, branding suites, brochures, posters, presentations, infographics, and books
- Create production and promotion of videos for Extension projects
- Manage and produce podcasts to address special interest topics

Event collaboration for Extension Administration and department:

- Lead team and collaborate with other staff to plan statewide 4-H events each year, including 4-H Roundup, Academic Conference, and Congress.
- Direct photography and videography projects and activities for state level 4-H and UT Extension events.

IT / Marketing and Communications (M&C) Liaison for 4-H Youth Development:

- Participate in monthly IT update meetings
- Collaborate with IT on Security Committee, Marketing Committee, and Training Committee
- Contribute to IT discussions on implementing Strategic Plan
- Participate in monthly M&C meetings
- Collaborate with M&C on outside media coverage, interviews, and responses
- Develop communications materials with M&C's assistance

QUALIFICATIONS

Required:

- Bachelors Degree in communications, journalism, public relations, graphic design, media arts, or related field and 4 years' experience in a related field.
- Excellent written and oral communication skills
- Excellent interpersonal skills
- Knowledge of computer operations, word processing, and grammatical rules
- Ability to communicate complex scientific principles, research, or ideas
- Ability to write for and communicate with multiple audiences
- Knowledge of website design, editing, and maintenance
- Knowledge of event coordination
- Knowledge of communications trends and strategies
- Ability to manage multiple projects simultaneously and work with varying project timelines
- Writing and content creation skills

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Preferred:

- Bachelor's degree in a relevant field and 4 years' experience in a related field
- Graphic design and page layout skills
- Photography and photo editing skills
- Video production skills
- Knowledge of Adobe Creative Cloud applications
- Ability to manage print projects and define print specs
- Knowledge of IT and IT security terms and processes

TO APPLY:

REQUIREMENTS

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.

Please apply online by clicking this link: [External Applicants](#)

[Internal Applicants](#)

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