

Communications Specialist

Position Summary

The Communications Specialist will thrive in a fast-paced environment; enjoy being part of a growing collaborative team and working with various external and internal audiences. The Specialist will have the ability to multitask quickly and professionally in response to competing demands in a fast-paced, dynamic higher education environment.

Essential Functions

Responsible for external and internal communications across several university channels. The role prepares content, articles, media, news releases, and other content initiatives to inform and support diverse audiences.

- Promote stories and content, including institutional priorities, initiatives, programs, events, strategies, and issues.
- Contribute to issues management and crisis communications needs and responses.
- Write, edit and distribute content and materials, including press releases, university websites, and other channels.
- Manage the university's digital news site.
- Assist with the development of executive-level communication initiatives for internal and external audiences.
- Research, write, edit and distribute news releases, media advisories, opinion columns, and feature stories.
- Provide editorial services to management and staff on request for journal articles, meeting agendas, letters, memos, reports, and other related documents.
- Performs other related duties as assigned.

Desired Qualifications

- Strong writing and editing skills.
- Knowledge of AP Style, content management systems like WordPress, news release distribution and monitoring systems like Merit or Sprout Social, and other emerging communication platforms and tools.
- Collaborative, team player with excellent networking skills.
- Exercises sound judgment consistently.
- Ability to work under pressure, set priorities, and meet deadlines in a fast-paced environment.
- Demonstrated attention to detail to ensure accuracy of information.
- Basic photography skills.
- Bachelor's degree in Public Relations, English, Journalism, or related field.
- Five years of professional experience in communications, including writing and editing for websites, social media, and print publications.
- Commitment to the mission and vision of Mississippi College

Reports to: Director of Public Relations

FSLA Status: Exempt