



Media Communications Coordinator

WE TRANSFORM LIVES

Everything we do is designed to improve the quality of life of the people in the state of Illinois, across the nation, and around the world. We discover, develop, translate, and disseminate knowledge to address societal concerns and train the next generation of experts and leaders in a way that empowers them to expand the boundaries of science to higher levels of understanding and influence.

Be a part of our story. Through learning partnerships that extend knowledge and change lives, University of Illinois Extension provides educational programs aimed at making life better, healthier, safer, and more profitable for individuals and their communities. Illinois Extension has operated continuously for more than 100 years connecting the citizens of Illinois to their land-grant university by providing educational programming around the state. University of Illinois Extension is based in the College of ACES and works with all colleges and units of the University of Illinois at Urbana-Champaign.

The Media Communications Coordinator serves as a regular, full time, 12-month position with primary responsibility for providing communications expertise and support to University of Illinois Extension marketing and communications goals. Projects will largely focus on written content development for press releases, marketing materials, website copy, and social media posts. Experience working with the translation of both scientific and academic work products into communication pieces that are accessible to lay audiences will be a valuable skill set in this position.

The Media Communications Coordinator, will be located in Urbana-Champaign on the University of Illinois campus. Partial-remote and flexible work arrangements are negotiable.

Position Overview

- Maintain active involvement with educators and staff within Illinois Extension to determine strategies for communicating about a range of technical topics, including community and economic development, nutrition and wellness, government relations, commercial agriculture, horticulture, and youth development.
- Interview educators, faculty, and staff to write news releases for appropriate media outlets and adapt them for the web and social media.
- Write and edit content for use in newsletters and media outlets
- Assist with the planning, creation, and writing of promotional materials for assigned projects and events from across the Illinois Extension system.
- Provide communications support as needed by any of Extension's 27 units or educator teams.
- Collaborate with Marketing and Communications Team, unit communicators, educators, and program leaders to develop, implement, and execute marketing and communications plans tailored to specific project needs and goals.
- Work with staff to analyze audiences, situations, and subject area to generate recommendations that will achieve targeted outcomes.
- Support administration of Extension's social media accounts by creating social media posts and providing leads to other team members regarding news, events, and resources.

Application Due

October 11, 2022

Proposed Start Date

As soon as possible after the closing date

Salary

Commensurate with experience and qualifications

To Apply

Go To: <http://go.illinois.edu/1011100>

Log in to your account and upload a cover letter and resume.

More Information

Immigration sponsorship is not available for this position. The position is a full-time, benefits eligible, exempt, Civil Service position appointed on a 12-month service basis. Generous vacation and sick leave. State Universities Retirement System. Group health, dental, vision and life insurance.

This is a security-sensitive position. Comprehensive background checks, including but not limited to a criminal conviction information check, and a review of the Registered Sex Offender list, will be conducted.

- Provide guidance to unit communicators as needed to help them optimize their social media profiles and grow their influence through their social media activities.
- Assist with other writing tasks as assigned, including but not limited to, annual reports, scripts for videos, speeches, blogs, and educational products.
- Provide writing and editorial support as needed to support multidisciplinary projects and educator teams.
- Manage assigned projects within the team project management system, ensuring deadlines are tracked and projects are delivered on time.
- Represent the communications team at meetings and events across the Extension system, the College of Agricultural, Consumer, Environmental Sciences, and the University of Illinois.
- Other communications-related duties as requested.

Qualifications

Required:

- Bachelor's degree in communications, marketing, journalism business or related field.
- One year of experience in marketing, public relations, communications planning, science writing or publication management or a related professional area.

Preferred:

- Experience working with the translation of both scientific and academic work products into communication pieces that are accessible to lay audiences.

Knowledge, Skills, and Abilities:

- Demonstrated skills in interviewing, writing press releases, news articles, and feature stories, and writing for the web and other digital distribution channels.
- Ability to manage multiple projects simultaneously and to work well with diverse people in a team environment.
- Ability to work under pressure and to adhere to established deadlines.
- Ability to review and analyze the content of scientific publications. Excellent knowledge of spoken and written English for editing and creating correspondence, storytelling, and report generation.
- Excellent interpersonal and communication skills.
- Demonstrated understanding of the scientific research process and relevant scientific concepts strongly desired.
- Familiarity with sources of online scientific information strongly desired.
- Knowledge of Windows desktop computer applications strongly desired.

Environmental Demands

To perform the functions of this position, the employee will be required to perform work both within an office and outside in the communities that are served, and must have the capability to travel from one location to the other in a timely fashion. A valid driver's license is preferred. Employee is responsible for securing personal transportation. Some work will be required during evenings and/or weekends. When working, the employee may be exposed to a variety of environmental factors to include, but not limited to, hot or cold weather, exposure to noise and allergens, and uneven ground. In performing the functions of this position, the employee may be subjected to various mental and physical demands as well to include, but not limited to, independently traveling to and performing work at different locations, lifting and moving items that may occasionally weigh up to forty (40) pounds and frequently weigh up to twenty (20) pounds, and twisting, pushing and pulling movements.

The University of Illinois conducts criminal background checks on all job candidates upon acceptance of a contingent offer. Convictions are not a bar to employment. The University of Illinois System requires candidates selected for hire to disclose any documented finding of sexual misconduct or sexual harassment and to authorize inquiries to current and former employers regarding findings of sexual misconduct or sexual harassment. For more information, visit [Policy on Consideration of Sexual Misconduct in Prior Employment](#). The University of Illinois must also comply with applicable federal export control laws and regulations and, as such, reserves the right to employ restricted party screening procedures for applicants.

As a qualifying federal contractor, the University of Illinois System uses [E-Verify](#) to verify [employment eligibility](#).

The University of Illinois is an Equal Opportunity, Affirmative Action employer that recruits and hires qualified candidates without regard to race, color, religion, sex, sexual orientation, gender identity, age, national origin, disability or veteran status. For more information, visit <http://go.illinois.edu/EEO>.

University of Illinois faculty, staff and students are required to be fully vaccinated against COVID-19. If you are not able to receive the vaccine for medical or religious reasons, you may seek approval for an exemption in accordance with applicable University processes.

Application Procedure

Applications must be received by **October 11, 2022**. Apply for this position using the “Apply for Position” button (<https://go.illinois.edu/1011100>). Resume dates submitted must be in month/year format. Please be sure to address how you meet each requirement of the position in your cover letter and/or resume. Transcripts may be requested at the time of hire. In order to be considered as a transfer candidate, you must apply for this position using the “Apply for Position” button. Applications not submitted through this website will not be considered.

For further information about this specific position, contact Ashley Grilo (ashleyg@illinois.edu). For questions about the application process, please contact 217-333-2137.

Out-of-state candidates must establish Illinois residency within 180 calendar days of the start date for this position. Illinois residency requires proof of a valid Illinois Driver’s License or state of Illinois ID Card. Failure to produce the required documentation within 180 calendar days will result in immediate termination of employment.

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