



# ILLINOIS

## Extension

### COLLEGE OF AGRICULTURAL, CONSUMER & ENVIRONMENTAL SCIENCES

## Media Communications Coordinator

### POSITION OVERVIEW

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.

Two full time positions are available

**Location:** Urbana-Champaign Campus

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

### RESPONSIBILITIES

- Maintain active involvement with educators and staff within Illinois Extension to determine strategies for communicating about a range of technical topics, including commercial agriculture, horticulture, community and economic development, nutrition and wellness, 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 Manager, 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.
- 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.

### APPLICATION DUE

January 29, 2020

### PROPOSED START DATE

As soon as possible after the closing date

### SALARY

Commensurate with experience

### TO APPLY

Go To:

<http://go.illinois.edu/124254>

Log in to your account and upload a cover letter and resume, as well as the names and contact information of three professional references.

### MORE INFORMATION

The position is a full-time, benefits-eligible, civil service Marketing Associate position appointed on a 12-month service basis.

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- 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.
- 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. Employee is responsible for securing personal transportation. A valid driver's license is preferred. 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. More detailed information regarding the functions of this position (including the physical, mental and environmental requirements of the position) may be obtained from Human Resources for the College of Agricultural, Consumer and Environmental Sciences (ACES) by contacting [hr@aces.illinois.edu](mailto:hr@aces.illinois.edu).

### QUALIFICATIONS: REQUIRED:

- Bachelor's degree in communications, marketing, journalism business, or similar field.
- Minimum of one year of experience in marketing, public relations, communications planning, science writing, or publication management.

### 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.

### APPLICATION PROCEDURE:

To apply for this position, please create a candidate profile at <https://go.illinois.edu/124254> and upload a cover letter, resume (months and years of employment must be included), and academic credentials (transcripts - unofficial are accepted, or diploma) by **January 29, 2020**. If you already have a profile, you will be redirected to that existing profile via email notification.

*The University of Illinois conducts criminal background checks on all job candidates upon acceptance of a contingent offer.*

*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. Minorities, women, veterans, and individuals with disabilities are encouraged to apply. For more information, visit [go.illinois.edu/EEO](http://go.illinois.edu/EEO).*

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Please be sure to address how you meet each requirement of the position in your cover letter and/or resume. To complete the application process:

- Step 1) Submit the Staff Vacancy Application.
- Step 2) Submit the Voluntary Self-Identification of Disability forms.
- Step 3) Upload your cover letter, resume (months and years of employment must be included), and academic credentials (unofficial transcripts or diploma may be acceptable) and names/contact information for three references.

An online application will require names and contact information including email addresses for three references. In order to be considered as a transfer candidate, you must apply for the position. Applications not submitted through this website will not be considered. For further information regarding application procedures, you may contact Ashley Grilo ([ashleyg@illinois.edu](mailto:ashleyg@illinois.edu)).