POSITION OVERVIEW

Department: Office of the Provost, Office of Performing Arts & Engagement

University Classification: Constituent Relations Coordinator

UI Job Code: PMP2

Job Function: Marketing, Comm, and Outreach (PM)

Job Family: Communication/Constituent Relations

Working Title (if applicable): Digital Communications Coordinator

Position #: 00265511

Percent of Time: 100%

Type: Ongoing, Regular P&S

Org/Dept/Sub-Dept #: 02-0174-00000

Administrative Supervisor: ☒ Yes ☐ No

This Position Reports to (Name and Position #): Communications Manager (#00008453); Rob Cline

Position Summary: The University of Iowa’s Office of Performing Arts & Engagement seeks a driven, nimble, and creative digital content creator to support the marketing of performing arts events on campus as well as to support the overall brand of Performing Arts at Iowa. This role would support marketing efforts for the Department of Dance, Hancher Auditorium, the School of Music, and the Department Theatre Arts with a particular emphasis on engaging audiences and building attendance. The Digital Communications Coordinator would build working relationships with other communicators on campus—including in the Office of Strategic Communications—to advance the reach and effectiveness of digital communications. Position reports to the Communications Director of the Office of Performing Arts & Engagement.

Compensation: $42,500-$47,500

WHAT YOU DO

Message Development and Implementation (PMP2)
Generate ideas, provide recommendations, and contribute to message development and implementation tactics. Work with university partners to ensure communication deadlines are met.

- Maintaining, updating, and optimizing websites via analytics and best practice; leading development of an Office of Performing Arts & Engagement website
- Creating and posting/boosting social media content, developing a digital advertising program, and executing improvements based on analytics and best practices
- Creating and managing video and audio content development and production, which could potentially include managing freelance content creators and editors.

Public Relations (PMP2)
Maintain relationships with appropriate constituencies including faculty, staff, current and prospective students, and alumni, etc. Provide support for and help to plan programs and outreach events. Maintain stakeholder-specific contact lists.

- Working with other UI departments/unit to create collaborative marcom partnerships

Strategic Planning (PMP2)
May assist in the coordination/preparation of strategic outreach and partnership plans in support of a project, program, department, or college/unit.

- Staying up to date on latest digital performance technology and best practices so that the Office of Performing Arts & Engagement can apply current best practices for digital presentations
• Ensuring all digital materials meet accessibility standards
• Work with Graphic Design Director to ensure all materials meet brand standards

**HOW YOU DO YOUR JOB** (see more about competencies and proficiency levels [here](#))

**Collaboration/Positive Impact – (Basic Proficiency)**
*Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs.*

*What this looks like:*
- Grasps the inevitability and challenges of change and adapts accordingly; utilizes learning opportunities to prepare for changing work, methods and work environment.
- Demonstrates civil and respectful behaviors valued within the organization.
- Provides and accepts ideas and suggestions in a constructive and helpful manner.
- Exhibits good teamwork: is approachable, cooperative, and contributes to an overall positive and productive work/teamm environment.

**Diversity, Equity, and Inclusion – (Basic Proficiency)**
*Ability to work with a variety of individuals and groups in a constructive and respectful manner while appreciating the unique contribution of an inclusive workforce that brings together the talents of people across multiple identities, including: race, creed, color, religion, national origins, age, sex, pregnancy, disability, veteran or military status, sexual orientation, gender identity, or associational preferences.*

*What this looks like:*
- Articulates the University’s commitment to diversity, equity and inclusion as it relates to their role at the university.
- Demonstrates civil and respectful behaviors in support of the UI Human Rights policy that prohibits any differences in treatment that deprives the person of consideration as an individual.
- Demonstrates a willingness to examine one’s own biases, assumptions, and attitudes.
- Knows where to find diversity-related organizational policies, procedures, and resources.

**Service Excellence/Customer Focus – (Basic Proficiency)**
*Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner. Ability to effectively transmit and interpret information through appropriate communication with internal and external customers.*

*What this looks like:*
- Consistently provides excellent service.
- Manages customer expectations and takes responsibility to enhance service excellence.
- Communicates understandably; uses appropriate words, grammar and mannerisms in all mediums.
- Seeks feedback on communication style and effectiveness.

**Organizational Communications – (Working Proficiency)**
*Knowledge of employee training and development methodologies; ability to ensure that a target population has the knowledge and skills required to meet both tactical and strategic objectives.*

*What this looks like:*
- Explains the rationale for major organizational communication initiatives.
- Participates in developing and coordinating a communications event or campaign.
- Implements the major communications activities within the organization and helps support these functions.
- Works with public media such as print, radio or television.
- Researches common communications events and the associated media for such events.

**Planning: Tactical, Strategic – (Working Proficiency)**
*Ability to contribute to operational (short term), tactical (1-2 years) and strategic (3-5 years) planning in support of the overall business plan.*

*What this looks like:*

• Contributes to short-term operational plans.
• Monitors progress of work against plan as required to meet objectives.
• Reports variances and makes agreed-upon corrections.
• Under guidance, develops tactical plan for own direct responsibility.
• Anticipates and adapts to plan changes.

Public Relations – (Working Proficiency)
Knowledge of organizational practices and considerations for communicating in the public arena, from the community to global public relations (PR); the ability to communicate to various forms of media outlets effectively and establish favorable public relations.

What this looks like:
• Reviews standard guidelines on the avenues involved in public relations.
• Positions the general layout and content of a press release.
• Works with organizations in the community in support of the local image.
• Explains the distribution process of a press release.
• Coordinates current PR activities in the community.

Relationship Management – (Working Proficiency)
Ability to establish and build healthy working relationships and partnerships with colleagues within and external to own unit, those to whom services are provided, vendors, the public, regulatory/governmental agencies, etc., all of whom may be seen as "customers" or receivers of services provided by the University.

What this looks like:
• Describes the roles and responsibilities in a collaborative working relationship.
• Monitors satisfaction levels on a regular basis.
• Alerts own team to problems in satisfaction.
• Ensures prompt and effective response to requests and interactions from "customers".
• Works with "customers" to address critical issues and resolve major problems.

As part of performing the key areas of responsibility and competencies described above, staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the University Operations Manual.

POSITION QUALIFICATIONS

Required
• Bachelor’s degree in marketing, communications, journalism, public relations, or a related field, or equivalent combination of education and experience
• One to three years of professional experience in marketing, communications, journalism, public relations, or related field
• Understanding of content development for digital communications
• Understanding of search engine optimization and web analytics
• Ability to support the development of projects to ensure efficient use of departmental resources to achieve project objectives
• Ability to manage assignments and meet deadlines
• Must have a positive influence on others and be able to work effectively in a collaborative environment that expects and promotes teamwork

Desired
• A passion for the arts (broadly defined)
• Experience working in a deadline-driven environment
• Familiarity with photography and video production
• Strong writing, editing, and proofreading skills
• Creativity and imagination
- Ability to adapt to changing priorities
- Copy writing skills (or willingness to develop those skills) desired