



University Information

Org/College: Office of the Provost

Department: Administration

UI Job Code: PMP3

Pay Level: [4A](#)

Job Function: Marketing, Comm & Outreach

Job Family: [Communication/Constituent Relations](#)

University Classification: Communications Specialist

Department Information

Org/Dept/Sub-dept #: 02-0105

Position #: 00302136

Working Title (if applicable): Communications Specialist, Office of the Provost

This Position Reports to (Title/Position #): Kyle Hughes, Communications/Constituent Relations Director

Position Has Administrative Supervision? ☒ No ☐ Yes

Position Information

Position Overview: The Office of the Provost is seeking a strategic and detail-oriented Communications Specialist to develop clear, compelling, and effective communications for internal audiences at the University of Iowa. This role works in close collaboration with communicators across campus and within the Provost's Office to support the university's mission, advance strategic priorities, and strengthen understanding and trust among faculty, staff, and students.

There is an expectation that the person in this position will maintain effective, civil, and respectful working relationships with the University of Iowa campus community and uphold the University's commitment to creating welcoming and respectful environments for all.

This is a 3-year specified term position.

Salary: \$50,000 to commensurate with experience

Campus Location: Jessup Hall

Work Modality: This position is eligible for hybrid work within Iowa and will require a work arrangement form to be completed upon the start of your employment. Per policy, work arrangements will be reviewed annually, and must comply with the [remote work program and related policies](#) and [employee travel policy when working at a remote location](#).

Percent Time: 100%

What You Do: (Key Areas of Responsibility)

Message Development and Implementation (PMP3): *Propose and implement communication strategies and develop content that best conveys key messages. Insure integration of content across different media. Perform editing, accuracy review and fact checking. Establish baselines and goals for determining the effectiveness of communication plans or channels.*

- Develop and publish engaging articles, announcements, and web content that highlight the impact of strategic initiatives, communicate policy updates, and inform target audiences.

- Contribute to communications highlighting faculty research and scholarship, student success initiatives, and recognition of faculty, staff, and student achievements.
- Generate, edit, and manage email newsletters.
- Create communication strategies, plans, and messaging to support institutionally important projects and initiatives.
- Collaborate with staff and communicators across administrative units and colleges to identify, produce, and promote content that positively influences perception of the institution.
- Ensure all communications meet accessibility standards and align with brand and style guidelines.
- Repurpose content across multiple internal channels and audiences.
- Assist with communications for media, alumni, and public audiences as needed.

Public Relations (PMP3): *Know stakeholders and target audiences. Create media relations plan and facilitate relationships with media relations personnel.*

- Work as part of the Provost communications team, collaborating with and supporting administrators, communicators, and leaders within the Provost Organization.
- Serve on communication advisory groups and foster strong partnerships with peer communicators across campus.
- Stay current with best practices in communications and marketing, as well as trends within higher education.

Information Management (PMP3): *Oversee and decide what information to collect and how to maintain/utilize. Determine what components of database are used for specific communications or audiences.*

- Explore and apply emerging tools, including AI, to enhance content creation, streamline workflows, and expand reach and effectiveness.
- Contribute to process improvements in communication workflows, templates, and project management tools to optimize production and consistency.

Strategic Planning (PMP3): *Assist in the development and implementation of communication strategies, plans and solutions for a project, program, department, or college/unit.*

- Educate the university community on the UI strategic plan, track and communicate progress and milestones, and highlight stories of impact across teaching, research, and service.
- Support leadership with timely, accurate, and strategic communications in response to institutional priorities and emerging needs.

Universal Competencies

Universal Competencies are those that apply to all university jobs, support our mission, and are consistent with our core values. For detailed descriptions and proficiency levels, visit the Universal Competencies <https://hr.uiowa.edu/careers/competencies/universal-competencies> page.

Collaboration/Positive Impact

Proficiency Level: Working

Service Excellence/Customer Focus

Proficiency Level: Working

Welcoming and Respectful Environment

Proficiency Level: Working

How You Do Your Job: (learn about competencies and proficiency levels [here](#))

Organizational Communications: *Knowledge of and ability to utilize the means, tools, techniques and media to communicate information about the organization internally and externally.*

Proficiency Level: EXTENSIVE

- Works with various types of organizational communications functions.
- Designs and develops communications events and campaigns.
- Interfaces with a variety of public and trade media.
- Organizes executive briefings and arranges for proper media coverage.
- Discusses the major benefits and drawbacks of different types of communications.
- Aligns appropriate media and communication tools to the intended audience.

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

Proficiency Level: WORKING

- 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: *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.*

Proficiency Level: WORKING

- 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: *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.*

Proficiency Level: EXTENSIVE

- Maintains productive, long-term relationships with "customers."
- Conducts periodic reviews of work effort, progress, issues, and successes.
- Creates opportunities to educate teams on "customer" priorities.
- Participates in defining the terms of the services provided in a collaborative relationship.
- Communicates to "customers" regarding expectations of all parties.
- Empowers others to establish collaborative, healthy relationships.

Internal Communications: *Knowledge of and ability to develop, produce and distribute news, newsletters and other communications materials targeted at the employees.*

Proficiency Level: EXTENSIVE

- Advises on the design and development of internal publications and events.
- Organizes and coordinates internal communication functions and meetings.
- Trains others on publishing an internal newsletter or periodical.
- Compares and contrasts the benefits and drawbacks of different types of internal communications.
- Evaluates key factors for developing local and cross-functional communications.
- Estimates development and distribution costs for alternative internal communication platforms.

Publishing (Print and Digital): *Knowledge of the processes and tools for design, development and production of various print and electronic organizational materials such as press releases, briefings, and marketing materials.*

Proficiency Level: WORKING

- Assists with print or electronic publishing or production functions.
- Develops content and layout of organization-specific materials.
- Performs the process and tasks associated with publishing internal or external materials.
- Assembles components of various presentation materials.
- Identifies and discusses common publishing problems and techniques.

Web Publishing Tools: *Knowledge of tools and techniques for developing web-based dissemination of information.*

Proficiency Level: WORKING

- Works with developing and presenting information for the Web.
- Uses basic features and facilities of a specific standard web editor.
- Explains document structures, layouts and hyperlinking of websites.
- Works with animation and other web page design enhancement features.
- Develops necessary links, uploads and access to enable full functionality of web pages.

Written Communications: *Knowledge of written communications issues and ability to produce a variety of business documents that demonstrate command of language, clarity of thought, and orderliness of presentation.*

Proficiency Level: EXTENSIVE

- Produces written materials in business- and industry-specific technical language.
- Ensures that written message is understood as intended.
- Adapts writing – language, form, style, tone – to different audiences.
- Uses various techniques for information dissemination and information gathering.
- Advises others on incorporating tables, charts, and diagrams into documents.
- Reviews the written materials of others and provides feedback and coaching.

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 of Iowa Policy Manual](#).

Position Qualifications: *(for recruiting purposes only, fill when replacing position)*

Education (or equivalency) Required	<ul style="list-style-type: none"> • Bachelor's Degree or an equivalent combination of education and experience.
Experience Required	<ul style="list-style-type: none"> • Minimum of one year of professional experience in communications, marketing, public relations, or journalism.
Competencies Required	<ul style="list-style-type: none"> • Proven ability to write and edit content demonstrated through web pages, published stories, and/or communications plans. • Ability to customize content for specific audiences through writing, storytelling, or other marketing efforts. • Exceptional attention to detail, including copy-editing and following a style guide. • Excellent written and verbal communication skills with the ability to meet deadlines, manage multiple projects simultaneously, and work independently.
Special Qualifications Required	<ul style="list-style-type: none"> • Occasional night and evening work
Desirable Qualifications	<ul style="list-style-type: none"> • Experience working in higher education, government, health care, or other large, complex organizations. • Demonstrated organizational, time management, and collaboration skills. • Ability to think and plan across channels and develop effective communication strategies. • Experience using a website CMS such as Drupal or WordPress. • Familiarity with AI tools such as Copilot, ChatGPT, or Claude AI.

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| | <ul style="list-style-type: none">• Experience creating and distributing email newsletters.• Experience with search engine optimization (SEO) writing and familiarity with Google Analytics, Siteimprove, and other web tools. |
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