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ANNOUNCEMENT

July 25, 2018

THE UNIVERSITY OF GUAM SOLICITS APPLICATIONS TO ESTABLISH A LIST OF ELIGIBLES FOR THE FOLLOWING LIMITED TERM APPOINTMENT, FULL-TIME POSITION (SUBJECT TO THE AVAILABILITY OF FUNDS):

Announcement No. 085-18

Code No. Position Title
COMMUNICATIONS SPECIALIST

<u>Salary Range:</u>	<u>Opening Date:</u> July 25, 2018
Open: UGPP/M-01 \$40,762.00 – UGPP/M-07 \$50,953.00 Per Annum	<u>Closing Date:</u> Continuous Until Filled
Open: UGPP/M-01 \$40,762.00 – UGPP/M-18 \$71,844.00 Per Annum	

Office of the President/Integrated Marketing Communications

MINIMUM EXPERIENCE AND TRAINING:

- Bachelor’s degree in English, Journalism, Communications, Marketing, or a related field from a U.S. accredited institution or foreign equivalent;
- Three (3) years of relevant experience in a communications, editorial, or marketing role;
- Equivalent combination of education and experience that demonstrates comprehensive knowledge, skill, and understanding of writing, editing, proofreading, publishing, marketing, and organizational coordination.

PREFERRED QUALIFICATIONS:

- Master’s degree in English, Journalism, Communications, Marketing, or a related field from a U.S. accredited institution or foreign equivalent;
- Seven (7) years of relevant experience in a communications, editorial , or marketing role;
- Experience working in higher education;
- Graphic design and video production experience;
- Basic web development experience and working with content management systems such as OU Campus;
- Experience in digital marketing and Search Engine Optimization (SEO)

QUALIFICATIONS REQUIRED:

Pursuant to Public Law 26-87 as amended by Public Law 29-113, all future employees of any position within the Government of Guam will be required at minimum to possess one of the following:

1. A high school diploma; or
2. Successful completion of General Education Development (GED) Test; or
3. The equivalent of a general education high school program; or
4. Successful completion of a certification program, from a recognized, accredited or certified vocational technical institution, in a specialized field for the job.

MINIMUM KNOWLEDGE, ABILITIES AND SKILLS:

Excellent promotional and editorial writing skills for general audiences, using preferred writing styles for news, print, web, social media outlets. Excellent editing and proofreading skills and the ability to edit one’s work and the work of others. Exceptional organizational skills and the ability to work under deadlines with a high production of output. Ability to gather information through interviews and research. Interpersonal, oral and written communication skills to interact with administrators, faculty, staff, students, practitioners and the public. Photography and videography skills including shooting and editing for distribution. Familiarity with Chicago Manual of Style and the Associated Press Style guide. Excellent written and oral communication skills and the ability to make presentations to individuals and groups and to influence others toward a stated objective. Computer skills to operate the following: Microsoft Office 365, Adobe Creative Cloud, website content management system, web applications.

CHARACTER OF DUTIES:

Under the supervision of the Director of Integrated Marketing Communications, the Communications Specialist serves as the institution’s brand journalist and develops and implements comprehensive public information, public relations, and marketing communications strategies and programs. This individual brings energy and enthusiasm to promoting and protecting the University of Guam brand, maintains awareness of current events, and demonstrates the ability to recognize opportunities to engage at the intersection of the public discourse and higher education. Working directly with marketing, web, and production staff, this individual writes copy, develops and edits web content, and collaborates on all marketing communications and promotions activities. The Communications Specialist writes, researches, and develops editorial and digital content including news releases, featured stories, video and audio scripts, and social media posts to engage internal

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and external audiences. Enhances the University's reputation and builds the institutional brand by seeking out and developing storylines and reporting on events that focus on the University's academics, research, and community engagement. Develops, produces, and distributes marketing collateral for print, radio, video, and digital media. Leads and manages decentralized internal University newsroom and works closely with other communication personnel, faculty, staff, and students to curate and distribute news, post web content, and develop and execute marketing communications campaigns in a timely manner. Reviews edits, and posts web content on the University's institutional websites using the OU Campus. Coordinates and reviews the work of interns, freelance writers, editors, and graphic designers to meet the strategic and production goals of the IMC department and institution. Takes photos and videos that support editorial and web content. Distributes news releases and works with local, national, and international news media. Curates, edits, and manages all aspects of internal and external electronic newsletters. Manages e-mail marketing campaigns. Maintains and updates official University Editorial Style Guide. Reports on media coverage, monitors social media, and reviews website analytics, evaluating the data to inform the development of new marketing communication strategies. Performs other duties and special projects as assigned.

EDUCATION:

Applicants claiming degrees or credit hours are required to upload a certified copy of the documents (e.g., transcripts, high school diploma, or GED certification) with the online job application through UOG's online employment portal at <http://uog.peopleadmin.com>.

WORK ELIGIBILITY:

Submission of completed job applications authorizes the University of Guam to seek and obtain information regarding the applicant's suitability for employment. All factors which are job-related may be investigated (e.g., previous employment, educational credentials, and criminal records). All information obtained may be used to determine the applicant's eligibility for employment in accordance with equal employment opportunity guidelines. In addition, the applicant releases previous employers and job-related sources from legal liability for the information provided.

Section 25103, Chapter 25, Title 10 of the Guam Code Annotated requires college or university employees to undergo a physical examination, to include a test for tuberculosis (skin or x-ray), prior to employment and at least annually thereafter. A report of such examination must be conducted by a licensed physician within a state or territory of the United States and must be submitted upon request.

Federal law requires presentation of eligibility to work in the United States within seventy-two (72) hours of reporting for employment. Specifically, 8 USC 1324A requires the employer to verify the identity and eligibility to work in the United States of all newly hired employees. The University of Guam is required to comply with this law on a non-discriminatory basis. If you are hired to fill a position within the University of Guam, you will be required to present valid documents to comply with the law.

POLICE AND COURT CLEARANCE:

Pursuant to Public Law No. 28-24 and Executive Order No. 2005-34, applicants selected for a position are required to provide original police and court (Superior Court of Guam) clearances of no more than three (3) months old prior to commencement of employment. Off-island applicants must obtain clearances from their place of residence. Applicants are responsible for fees associated with obtaining the clearances.

HOW TO APPLY:

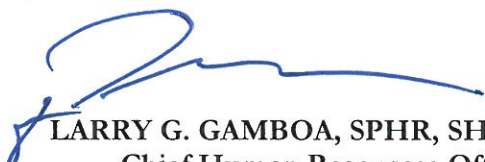
All applicants must submit an online job application through the UOG's online employment portal system at <http://uog.peopleadmin.com> and upload supporting documents with their application. For further information, please call 735-2350.

UNIVERSITY INFORMATION:

Information on the University's campus security and fire safety may be accessed at <http://www.uog.edu/hro> (under Links).

THE UNIVERSITY OF GUAM IS AN EQUAL OPPORTUNITY EMPLOYER AND PROVIDER:

The University of Guam complies with Public Law 24-109 in reference to the provisions and requirements of the Americans with Disabilities Act. Assistance in EEO/ADA matters and inquiries concerning the application of Title IX and its implementing regulations may be referred to the University's Director, EEO, and Title IX/ADA Coordinator, Mr. Joseph Blas Gumataotao, located at the EEO/ADA and Title IX Office, Dorm II, Iya Hami Hall, Room 106, Telephone No. (671)735-2244; TTY (671) 735-2243; or to the Office of Civil Rights (OCR).


LARRY G. GAMBOA, SPHR, SHRM-SCP
Chief Human Resources Officer

Communications_Specialist_07/25/18
Approved by CHRO 07/25/18