Communications and Public Relations – Communications and Public Relations Specialist

Assists the Director of Communications and Public Relations with implementing both the internal and external communication programs and projects for Lincoln University.

Qualifications:

- Bachelor’s degree in Communications or related field preferred.
- One to two years related experience and/or training; or equivalent combination of education and experience.
- Ability to write feature articles, news releases, and social media and other web-related content.
- University experience and agency experience a plus.
- Photography experience a plus.
- Graphic design experience a plus.

Essential Duties and Responsibilities:

- Produce feature articles for various University publications. Develop story logs and editorial calendars, conduct research and interviews, write articles, and procure art or photos.
- Assist with production of news releases, media advisories, and other correspondence with media.
- Take an active role in Lincoln University’s social media ventures, i.e. Facebook, Twitter, etc.
- Assist with the production and timely dissemination of University publications, including the Lincoln Review, Lincoln Lion, President’s Annual Report, State budget Annual Report, and newsletters for prospective students and current faculty and staff.
- Assist with University web site maintenance as needed.
- All other relevant duties as assigned.

Working Conditions:

Work is primarily performed in a university campus environment and requires a flexible schedule including occasional evening and weekend work. The employee is subject to inside environmental conditions: protection from weather conditions but not necessarily from temperature changes.