
MISSISSIPPI STATE UNIVERSITY JOB DESCRIPTION

Job Title: **Communications Specialist**

Salary Grade: **14**

Title Code: **P0968**

FLSA Status: **Exempt**

Position Function

The Communications Specialist will assist in creating and maintaining the online presence for the NRTC. Under general supervision, this person will manage center websites and online courses to fulfill our federally-funded grant requirements of disseminating research results and providing training and technical assistance to a national audience. The specialist may also assist with other communication activities such as social media and graphic design.

Essential Duties and Responsibilities

1. Oversee NRTC online information delivery, for the primary purpose of technical assistance and research dissemination, through websites, online courses, social media, and other similar areas, in collaboration with team members, including the Communications Coordinator.
2. Manage online courses offered through Canvas Catalog, provide technical assistance for course users, and conduct follow-up surveys in Qualtrics.
3. Proofread, edit, create graphics for, and format products developed by team members (e.g., reports, fact sheets, infographics).
4. Provide web-based analytics and course data for quarterly and annual reports for funding agencies.
5. Ensure accessibility of center websites and digital documents produced by the NRTC, by use of Siteimprove and other accessibility checkers.
6. Use web-based analytics to suggest and make improvements to center websites.
7. Coordinate, integrate, and manage information contributed to websites and establish logical and visually appealing website structures.
8. Coordinate with ITS for the creation of new web pages and web applications, designed in collaboration with team members.
9. Maintain the NRTC's mobile web application and interactive video.
10. Assist with activities associated with the Communication Coordinator position, as needed, to include:
 - a. editing videos
 - b. maintaining active social media sites (Facebook, Twitter, LinkedIn)
 - c. creating promotional items such as press releases, brochures, and handouts
 - d. managing the production of promotional items.
11. Perform miscellaneous job-related duties as assigned.

Supervisory Responsibility

None

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The above essential duties are representative of the major duties of positions in this position. Specific duties and responsibilities may vary based on departmental needs. Other duties may be assigned to the above consistent with the knowledge, skills, and abilities required for the job. Not all the duties may be assigned to a position.

Minimum Required Education and Experience

	Minimum	Focus
Education	Bachelor's degree	
Experience (yrs.)	3 years	Related experience plus the education listed above

Preferred Experience:

- Experience with a variety of software, including spreadsheets and statistical packages
- Experience with accessibility tools such as Siteimprove
- Experience with Google Analytics
- Experience with Drupal, WordPress, or other content management software
- Design skills and experience producing both print and online materials
- Intermediate to advanced skill with Adobe Illustrator, InDesign, Photoshop, and Microsoft Office

Substitution allowed:

Knowledge, Skills, and Abilities:

- Ability to maintain websites using a content management system.
- Knowledge and understanding of best practices related to web design and digital media.
- Knowledge about and ability to interpret web metrics provided by web analytic tools.
- Understanding of web standards and best practices related to accessibility (which can be learned on the job)
- Knowledge and understanding of best practices related to utilizing social media for an organization.
- Ability to create and utilize Excel files and conduct basic statistical analyses.
- Excellent interpersonal, communication, and problem-solving skills.
- Ability to develop, plan, and implement short- and long-range goals.
- Ability to prioritize competing demands and meet deadlines.
- Ability to work independently and show initiative.
- Ability to balance quality and productivity.

Physical Requirements:

- No unusual physical requirements. Requires limited lifting of files and records and nearly all work is performed in a comfortable indoor facility.
- Frequent external imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with

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certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to the position; involves conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Please apply for the position directly to the NRTC and through Mississippi State University's job website. Email your letter of application, resume or curriculum vitae, and names and contact information for at least three references to nrtcjobs@colled.msstate.edu. Additionally, apply through the university's job website at <https://explore.msujobs.msstate.edu>, **PARF Number 503966 (job title – Communications Specialist)**. For more information about our center, view the NRTC website at <https://www.blind.msstate.edu>.

MSU is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, ethnicity, sex (including pregnancy and gender identity), national origin, disability status, age, sexual orientation, genetic information, protected veteran status, or any other characteristic protected by law. We always welcome nominations and applications from women, members of any minority group, and others who share our passion for building a diverse community that reflects the diversity in our student population.

Date: March 30, 2022