

**Extension Specialist I - Communications**

**Department: School of Agriculture, Fisheries and Human Sciences**

**Date: 07/01/2021**

**FLSA Status: EXEMPT**

**Location: Pine Bluff, AR, US, 71601**

**County: Jefferson**

**Posting End Date: 07/31/2021**

## **INTERNAL SEARCH**

### **SUMMARY**

This position will serve as the Extension Specialist I - Communications for the School of Agriculture, Fisheries and Human Sciences and will assist in program communication, implementation, and coordination within the school and programs offered. Under the oversight of the Communications Manager, this position will implement and communicate activities, programs, and services occurring in SAFHS. This position will serve as the liaison between SAFHS and the public. This position will manage all social media platforms and the SAFHS webpage located on the university's website.

### **FUNCTIONS**

Handle public relations, information output, press releases and media requests

Create content for social media platforms

Manage and maintain social media and web page

Serve as a point of contact with industry, farmers, university and community constituents involved in collaborative research and programs

Respond to requests for information or assistance with sharing information to the public

Establish the needs, schedule and deadline for communication projects

Assists in the timely, accurate and effective production and dissemination of printed and electronic information to internal and external audiences

Develops original news and feature stories to generate support for the University and/or departmental interests

Develops text for a wide range of publications, news releases, brochures, etc.

Applies strategic communications approaches to achieve respective individual and departmental goals

Interfaces with administrators, faculty and staff to generate positive attention.

### **MINIMUM QUALIFICATIONS:**

Bachelor's degree in Journalism, Mass Communication, or Agricultural Communications

Ability to work flexible hours which may include evenings/weekends, as appropriate

Demonstrated ability and willingness to build relationships and work with diverse audiences, environments and settings while maintaining cultural competency.

Ability to work and communicate remotely (including but not limited to phone, email, and video conferencing)

Able to access high speed internet from home

Able to meet and build relationships in the agriculture community and related businesses.

Able to access programming needs for the agriculture community.

Able to follow through with tasks

### **PREFERRED QUALIFICATIONS:**

Master's degree or higher

Knowledge and experience in a non-formal education system, such as Cooperative Extension

Experience working independently, as well as an effective team member

Demonstrated initiative, reliability and dependability

### **INTERESTED APPLICANTS SHOULD COMPLETE THE UNIVERSITY OF ARKANSAS AT PINE BLUFF JOB APPLICATION**

*and diversity principles. The University of Arkansas at Pine Bluff is an Equal Opportunity/Affirmative Action Employer. We are committed to providing equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, pregnancy, age, disability, citizenship, national origin, genetic information, military or veteran status, or any other status or characteristic protected by law. Candidates must have proof of legal authority to work in the United States on the first day of employment, and all applicant information is subject to public disclosure under the Arkansas Freedom of Information Act.*