Office of University Marketing and Communications

Communications Assistant

Brownwood, Texas

Howard Payne University does not discriminate based on race, color, national origin, gender (except where gender is a bona fide occupational qualification), age, veteran status, disability or genetic information. Background investigations will be conducted. The University is a "Drug Free Workplace." Applicants and employees may be required to take a drug and alcohol test at any time.

POSITION AVAILABLE: Communications Assistant
CLASSIFICATION: Non-Exempt, Full-Time Staff
POSTING DATE: July 1, 2015
EMPLOYMENT BEGINS: Immediately

Job Summary - This position, originally a part-time Administrative Assistant role, has been enhanced and expanded to provide greater support for the university's marketing and communication initiatives. The full-time Communications Assistant will work closely with other staff members in HPU's Office of University Marketing and Communications to help advance the university's image and message to internal and external audiences. The Communications Assistant will research and write news releases, text for HPU's website and social media and other means of communication, in addition to proofreading material written by others. This staff member will also help coordinate and facilitate office operations to ensure the office functions smoothly and responds to constituents in a timely manner. Additionally, the Communications Assistant will provide administrative support to the Office of University Marketing and Communications personnel by assisting with budget preparation/maintenance, reports, correspondence, hiring and supervision of student employees, and other clerical and administrative work by performing the essential duties and responsibilities listed below.

Essential Duties and Responsibilities include the following. The Assistant Vice President for Communications may assign other duties.

1. Assist office personnel in development and dissemination of written materials including press releases, feature stories and advertisements by conducting interviews, performing research tasks, writing and proofreading/editing.
2. Assist with planning and creation of content for HPU's website, social media channels, publications and other platforms as needed.
3. Assist with budget preparation and maintenance, including purchase requisitions, check requisitions, budget transfers and invoice approvals.
4. Assist with various projects, documents and reports related to the office’s work and initiatives.
5. Assist in the planning and development of the Strategic Marketing Plan.
6. Communicate with other HPU departments and offices on project-related matters.
7. Maintain positive working relationships with faculty, staff, students and other constituencies.
8. Assist office personnel in developing and maintaining relationships with media and community contacts by fielding/relaying media inquiries and communicating regularly with contacts as needed.
9. Work with personnel from the Office of University Marketing and Communications and the Office of Financial Aid to hire student workers as needed.
10. Maintain the office schedules of student workers, oversee the completion of their timesheets/paperwork and assist with the assigning and supervision of their duties on a regular basis.
11. Maintain the office's filing system and type, scan, copy, fax and e-mail items as needed.
12. Meet and greet visitors and answer the office’s main phone line, representing the office in a courteous, professional manner.
13. Order and maintain supplies.
14. Provide photography support.
15. Research and stay current on industry trends.
16. Work efficiently and professionally in a fast-paced, deadline-driven environment.
17. Compare and evaluate possible courses of conduct, and act or make a decision after the various possibilities have been considered.
18. Exercise judgment with respect to “matters of significance,” which refers to the level of importance or consequence of the work performed.
19. Decisions/recommendations by this employee may be reviewed at a higher level and, on occasion, revised or reversed.
20. Involved in planning long-range or short-term objectives for the University.

**MINIMUM REQUIREMENTS:** Only applicants meeting the minimum qualifications below will be considered. The requirements that follow are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

An associate's degree from an accredited two-year college or technical school; or one year of directly related experience; or an equivalent combination of education and experience is required. To perform this job successfully, an individual should have a good working knowledge of commonly used Internet browsers, Adobe Acrobat, Windows Fax and Scan software and Microsoft Excel, Outlook, and Word software. Must be at least 21 years of age and maintain a valid Texas driver's license to drive any vehicle, including personally owned vehicles, on behalf of the University.

**Mission Statement** - Howard Payne University is a Christ-centered academic community dedicated to excellence by developing and equipping the whole person for intellectual inquiry, personal and professional integrity, and service to God and humanity.

**EXPECTATIONS** – Howard Payne University, a church-related institution affiliated with the Baptist General Convention of Texas seeks to employ evangelical Christians who are dedicated to teaching and service as they model the principles of the Christian faith. Howard Payne University is committed to the integration of learning and Christian faith in the pursuit of truth. Employees are expected to embrace the Christian mission and purpose of Howard Payne University and lead lives of service through active involvement in Christian activities both on campus and through a local church. Your signature on the university's employment application indicates your understanding and affirmation of these statements.

**Application Procedure:** Submit a completed HPU Employment Application (available at: www.hputx.edu/jobs), resume, and three professional references to:

Mrs. Tessie Mayo  
Howard Payne University  
1000 Fisk Avenue, Suite 210  
Brownwood, TX 76801  
Fax: (325) 649-8974 or  
Phone: (325) 649-8031  
hr@hputx.edu

**Application Deadline:** Applications will be accepted until the position is filled.
Mission Statement - Howard Payne University is a Christ-centered academic community dedicated to excellence by developing and equipping the whole person for intellectual inquiry, personal and professional integrity, and service to God and humanity.

Expectation and Condition of Employment - Howard Payne University, a church-related institution affiliated with the Baptist General Convention of Texas, seeks to employ evangelical Christians, with preference given to Baptists, who are dedicated to teaching and service as they model the principles of the Christian faith. Howard Payne University is committed to the integration of learning and Christian faith in the pursuit of truth. Employees are expected to embrace the Christian mission and purpose of Howard Payne University and lead lives of service through active involvement in Christian activities both on campus and through a local church.

As a condition of employment, employees are paid by Direct Deposit. Your signature on this job description indicates your understanding and affirmation of these statements.

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Essential Duties and Responsibilities include the following. The Assistant Vice President for Communications may assign other duties.

1. Assist office personnel in development and dissemination of written materials including press releases, feature stories and advertisements by conducting interviews, performing research tasks, writing and proofreading/editing.
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16. Work efficiently and professionally in a fast-paced, deadline-driven environment.
17. Compare and evaluate possible courses of conduct, and act or make a decision after the various possibilities have been considered.
18. Exercise judgment with respect to “matters of significance,” which refers to the level of importance or consequence of the work performed.
19. Decisions/recommendations by this employee may be reviewed at a higher level and, on occasion, revised or reversed.
20. Involved in planning long-range or short-term objectives for the University.

**Supervisory Responsibilities** - May supervise up to four student employees in the Marketing and Communications office.

**Competencies** - To perform the job successfully, an individual should demonstrate the following competencies:

1. Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.

2. Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

3. Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

4. Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

5. Customer Service – Effectively manages difficult or emotional situations; Solicits feedback to improve service; Responds promptly and effectively to requests for service and assistance; Meets commitments.

6. Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others’ ideas and tries new things.

7. Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

8. Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others’ views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
9. Change Management – Develops workable implementation plans; Communicates changes effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.

10. Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

11. Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Conserves University resources.

12. Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds the University’s Mission Statement and values.

13. University Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports the University's Mission Statement and values; Benefits the University through outside activities; Supports affirmative action and respects diversity.

14. Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

15. Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

16. Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

17. Dependability - Follows instructions; Responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

Qualifications - To perform this job successfully, an individual must be able to perform each Essential Duty and Responsibility listed above satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the Essential Duties and Responsibilities.

1. Education and Experience - Associate's degree from two-year college or technical school; or six months to one year related experience and/or training; or equivalent combination of education and experience.

2. Language Skills - Must be able to read, write and converse effectively in English in order to follow the University's Administrative Policies and safely perform the essential duties of the job.

   Ability to read, analyze, and interpret general business periodicals, professional journals, and technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

3. Math Skills - Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
4. **Reasoning Ability** - Ability to apply common sense understanding to carry out detailed but uninvolved written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.

5. **Computer Skills** - To perform this job successfully, an individual should have a good working knowledge of commonly used Internet browsers; Adobe Acrobat, Windows Fax and Scan software and Microsoft Excel, Outlook, Word software.

6. **Licenses or Certificates** - Must be at least 21 years of age and maintain a valid Texas driver's license to drive any vehicle, including personally owned vehicles, on behalf of the University.

7. **Physical Demands** - The physical demands described here are representative of those that must be met by an employee to successfully perform the Essential Duties and Responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the Essential Duties and Responsibilities.

   While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception and ability to adjust focus.

8. **Work Environment** - The work environment characteristics described here are representative of those an employee encounters while performing the Essential Duties and Responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the Essential Duties and Responsibilities.

   While performing the duties of this job, the employee is occasionally exposed to risk of electrical shock. The employee is occasionally exposed to wet and/or humid conditions. The employee is occasionally exposed to fumes or airborne particles and toxic or caustic chemicals used to clean and/or renovate buildings and maintain the grounds of the University. The noise level in the work environment is usually moderate.

By my signature below, I confirm I have read, understand, and can meet all of the expectations and physical requirements in this Job Description.

_________________________  __________________________
Signature        Date