



Atlanta University Center Data Science Initiative

## Communications Specialist

The Atlanta University Center (AUC) Data Science Initiative invites applications for the position of a Communications Specialist to support the communications operations, beginning as early as January 4, 2021. The AUC Data Science Initiative is located in Atlanta, GA, and was established in 2019 through a UnitedHealth Group grant. The Initiative facilitates and coordinates data science-focused research, activities, and programs across four historically black colleges and universities (HBCUs), Clark Atlanta University, Morehouse College, Morehouse School of Medicine, and Spelman College, as well as the AUC Robert W. Woodruff Library.

The Communications Specialist is responsible for creating, editing, formatting, and distributing information and communications to internal and external audiences. This includes communication planning, communication project management, communications content development, branding and marketing, web page and social media updates, electronic newsletter development, and coordination with AUC Consortium member institutions including Clark Atlanta University, Morehouse College, Morehouse School of Medicine, and Spelman College, as well as the AUC Robert W. Woodruff Library. The Communications Specialist will also be expected to perform basic-intermediate design, photography, copywriting, coding, and editing duties to promote on-campus and off-campus events and programs. In addition, the Communications Specialist will provide administrative and logistical support for in-person and virtual events and other duties as assigned.

Outstanding AUC Consortium benefits include health, dental, and retirement plans; life insurance, disability programs and investment plans; paid vacation, sick leave, and holidays. The AUC Data Science Initiative supports the professional development and training of its staff, should the development or training directly relate to accomplishing the AUC Data Science Initiative's goals.

The Communications Specialist reports to the Director and works closely with the AUC Consortium's Director of Communications, Marketing, and Events as well as the AUC Data Science Initiative's staff.

### **Areas of responsibilities include:**

#### **Content Development and Strategy**

- Content development and design, including press releases, article development, profiles, program-specific information, interviews, magazines, presentations, and research summaries
- Organizes and presents (in written, visual, or oral formats) information, analysis, speeches, briefing materials, reports, and formal replies
- Participate in developing and implementing communication strategies, including evaluating strategies and ensuring communications efforts are incorporated into all activities
- Assist with conducting research, and drafting and editing materials for distribution and presentation to identified audiences

#### **Outreach and AUC Engagement**

- Assist with developing, implementing, and maintaining a comprehensive communications plan to keep the AUC member institutions informed and engaged in activities and programs

- Maintain and further strengthen collaborative efforts with the AUC member institutions and external stakeholders

### **Project Management**

- Event management, particularly logistical, administrative, and team coordination
- Project management, including processing contracts, purchase orders, and invoices
- Vendor relations, including coordinating projects with vendors and moving them through the production process

### **Digital**

- Assist in planning, guiding, and coordinating themes and messages using social media platforms and other communication tools in coordination with the AUC member institutions
- Develops and regularly distributes content through social media platforms such as LinkedIn, Twitter, and YouTube
- Creates content and updates electronic newsletters, websites, announcements, and other forms of electronic communication

### **Requirements:**

- Bachelor's degree in communications or related field
- One year of communications experience
- Intermediate knowledge of Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere, Final Cut Pro, and WordPress
  - Proficient in design and editing using Adobe Photoshop, Adobe Illustrator, and Adobe Indesign
  - Proficient in video editing using Adobe Premiere or Final Cut Pro
  - Proficient in updating websites using the Wordpress content management system
- Proficient with PowerPoint, Word and Excel
- Proficient in photography and touch-up as well as videography
- Familiar with social media and best ways to optimize communications on various platforms
- Excellent verbal and written communication skills
- Excellent critical thinking and problem-solving skills
- Excellent organizational skills, superior attention to detail, and able to handle multiple tasks and corresponding deadlines
- Ability to work well in teams

### **Preferred:**

- Two years of experience in communications and marketing
- Project management experience
- Advanced photography, editing, and videography skills
- Management experience

### **Additional Information**

- Limited travel
- Coverage of events which may take place after hours in the evenings and/or weekends
- Outdoor work includes overseeing or executing photography, signage installation, video shoots, or other activities outdoors

- Requires computer keyboard operation as well as light lifting, moving, and carrying of banners, signs, and camera equipment

Applicants should submit a cover letter, CV/resume, and names of three references to Tamala Fortson at [tfortson@aucenter.edu](mailto:tfortson@aucenter.edu). Review of applications will begin immediately, and applications received by 11:59 pm ET on December 14, 2020 are ensured full consideration.

*As an equal opportunity employer, the AUC Consortium does not discriminate on any basis protected by applicable federal, state or local law including race, color, religion, creed, gender, gender identity, national origin, age, disability, sexual orientation, marital, veteran status, genetic information or any other legally protected status. The Consortium will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in undue hardship.*