

Position X2037	Information Specialist, Digital Communications
Location	University of Tennessee, Institute of Agriculture, Marketing & Communications, Knoxville, TN
Effective Date:	December 1, 2020

Salary and Benefits: Salary is commensurate with training and experience. Benefits include group hospitalization and life insurance, State Employees Retirement; Worker's Compensation; sick and annual leave; numerous University of Tennessee and state benefit programs, including liberal time off for holidays and longevity pay after three years of service, reimbursement for official travel.

Job Description: The Digital Communications Specialist will work daily on web content and e-communication tools to support the Institute's mission of providing Real-Life Solutions to the state of Tennessee and beyond. The primary functions of this position include:

- Leads the development, creation, design, analysis, and management of the UTIA homepage and associated informational pages in support of the Institute's mission.
- Leads the development of the Marketing and Communications team site which includes downloadable content for UTIA faculty and staff.
- Creates and monitors web pages and subsites. Manages content and updates images, documents, and libraries regularly.
- Works with media relations team to post news stories and ensure integration with social media.
- Creates and maintains consistent development and accessibility standards.
- Monitors visitor activity and engagement on the website to determine effectiveness of content.
- Works closely with the IT department and UTIA leaders to provide web solutions to support departmental, unit, and Institute goals.
- Develops, designs and sends e-communications on behalf of administrative leaders.
- Serves as administrator of e-communication tools such as MailChimp and Imodules.
- Monitors open rates and activity using these tools to determine effectiveness of the communication and provides regular reporting.
- Provides graphic design assistance in creating digital forms and graphics, and other communication pieces consistent with the UTIA brand.

The Information Specialist reports to the Vice Chancellor of Marketing and Communications.

All qualified applicants will receive equal consideration for employment and admissions without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status. Eligibility and other terms and conditions of employment benefits at The University of Tennessee are governed by laws and regulations of the State of Tennessee, and this non-discrimination statement is intended to be consistent with those laws and regulations. In accordance with the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, The University of Tennessee affirmatively states that it does not discriminate on the basis of race, sex, or disability in its education programs and activities, and this policy extends to employment by the University. Inquiries and charges of violation of Title VI (race, color, national origin), Title IX (sex), Section 504 (disability), ADA (disability), Age Discrimination in Employment Act (age), sexual orientation, or veteran status should be directed to the Office of Equity and Diversity (OED), 1840 Melrose Avenue, Knoxville, TN 37996-3560, telephone 865-974-2498 (V/TTY available) or 974-2440. Requests for accommodation of a disability should be directed to the ADA Coordinator at the Office of Equity and Diversity.

Required Qualifications/Experience:

- Associate's Degree in communications, marketing, journalism, graphic design, web design, or related field with at least 3 years of professional experience directly related to duties and responsibilities specified required.
- BS degree in communications, marketing, journalism, graphic design, web design, or related field preferred. Professional experience may include web content management, writing, editing, digital marketing/analysis, email marketing, and/or graphic design.
- Strong written and verbal skills required. Ability to manage time and multiple projects while maintaining a professional and positive attitude are essential.

Desired Qualifications:

- Experience using WordPress, Mailchimp, iModules, or related content management system preferred.
- Experience using Photoshop, InDesign, Illustrator, and Dreamweaver preferred.

NEW APPLICANTS

TO APPLY:

Attach the following electronic documents to the application:

- Curriculum vita or resume;
- Letter of interest;
- Official transcript(s) showing degree(s) conferred.

Please apply online by clicking this link:

[External Applicants](#)

[Internal Applicants](#)

UT Extension Phone: (865) 974-7245
 212 D Morgan Hall Fax: (865) 974-0882
 Knoxville TN 37996-4525

E-mail: UTExtensionPersonnel@utk.edu

Web Site: <http://utextension.tennessee.edu>

All qualified applicants will receive equal consideration for employment and admissions without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status. Eligibility and other terms and conditions of employment benefits at The University of Tennessee are governed by laws and regulations of the State of Tennessee, and this non-discrimination statement is intended to be consistent with those laws and regulations. In accordance with the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, The University of Tennessee affirmatively states that it does not discriminate on the basis of race, sex, or disability in its education programs and activities, and this policy extends to employment by the University. Inquiries and charges of violation of Title VI (race, color, national origin), Title IX (sex), Section 504 (disability), ADA (disability), Age Discrimination in Employment Act (age), sexual orientation, or veteran status should be directed to the Office of Equity and Diversity (OED), 1840 Melrose Avenue, Knoxville, TN 37996-3560, telephone 865-974-2498 (V/TTY available) or 974-2440. Requests for accommodation of a disability should be directed to the ADA Coordinator at the Office of Equity and Diversity.