UNIVERSITY of ALASKA

*Many Traditions One Alaska*

# Position Job Duties

533949_Public Relations and Communications Specialist

30% Communications:
• Develop and coordinate assigned marketing campaigns.
• Deliver internal and external communications through listservs, news stories, press releases, printed material, and electronic signage.
• Conduct research and generate original content
• Write and edit copy for College publications, audio scripts, and promotional materials.
• Write professional emails and craft engaging newsletters for various audiences.
• Obtain vendor bids and manage the purchasing of approved advertisements.
• Consistently seek out and develop content for Mat-Su College news, highlighting campus events and student/faculty achievements.
• Interview students, faculty, and administrators for use in features and media stories.
• Organize volunteers and coordinate photo and video shoots for marketing purposes.

30% Public Relations:
• Plan and execute special events on and off campus, including initiatives supporting a welcoming and respectful campus culture.
• Lead event teams to develop engaging programs, promotional efforts, and detailed planning within budget constraints.
• Represent the College at internal and external functions to promote student opportunities and strengthen community relationships.
• Collaborate with committees on recurring events.
• Ensure appropriate use of Mat-Su College branding on promotional materials and displays.
• Work closely with community vendors for event planning, advertising, and outreach needs.

20% Content Creation:
• Design and produce original marketing and outreach materials, such as flyers, ads, brochures, mailers, and web graphics.
• Ensure materials are accessible to a broad range of students.

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• Select and use appropriate design and publishing tools to create visually effective content.
• Maintain consistent branding and coordinate with print shops for production.
• Provide internal print materials, including business cards, stationery, rosters, and name badges.

20% College Promotional Efforts:
• Support planning and outreach efforts to enhance community engagement.
• Evaluate marketing strategies and develop new outreach opportunities.
• Work closely with the department coordinator and other staff to fulfill college-wide marketing and communication objectives.
• Assist the college director with community presentations.
• Maintain updated and accessible content on assigned college web pages and calendars.
• Assist the department coordinator with organizing event volunteers and ensuring booth coverage.
• Maintain a photo archive for use in college publications and promotions.

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