



UNIVERSITY *of* ALASKA

Many Traditions One Alaska

Position Job Duties

533177_Public Information Officer- IANRE

45% Writing, Editing, Storytelling:

Develop compelling stories and communications content that highlight the impact of the Institute of Agriculture, Natural Resources and Extension's education, research and outreach programs across Alaska.

Research, interview Extension professionals, faculty and staff, partners, and community members to identify and develop engaging stories that translate Extension work and related scientific and technical information into clear, accessible content for diverse audiences.

Write, edit, and produce a variety of communications materials, including:

Feature stories

News articles and press releases

Video content

Annual reports

Newsletters

Publications and brochures

Website and blog content

Marketing materials

Multimedia content

Serve as the Institute's editorial resource by reviewing, editing and proofreading communications products created by Extension professionals, faculty and staff. Ensure materials are accurate, audience-focused, well-organized, and consistent with university branding, editorial standards, accessibility requirements, and applicable federal guidelines.

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Collaborate with subject matter experts to translate technical and scientific information into engaging communications that demonstrate the public value and impact of the Institute's programs.

Work proactively with staff and faculty to translate technically written materials into materials that can be used by a variety of audiences.

35% Communications Coordination, Publications and Event Communications:

Coordinate communications activities that support Institute priorities, publications, and public events.

Act as lead communications contact for IANRE Extension events, training and education sessions, and other such activities by collaborating with program staff to ensure promotional materials, webpages, social media content, news releases, and other communications are developed according to UAF policies and distributed in a timely, consistent manner.

Maintain awareness of Institute events and communications deadlines, helping coordinate communications schedules and ensuring IANRE staff are uploading key activities into the events form, 25Live and the overall events calendar. Train staff on creating and uploading event information on event platforms and provide training on communications processes for smooth event implementation.

Coordinate publication production by managing editorial timelines, reviewing drafts, and working with authors, designers, and Communications staff to ensure projects are completed on schedule.

Review Institute communications products for consistency with university branding, editorial standards, ADA accessibility requirements, and federal NIFA guidelines. Train IANRE staff on ADA and other university policies, standards and guidelines relating to communications products.

Provide communications consultation and guidance to faculty and staff on effective messaging, writing, and content development.

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Provide communications support for the communications team as needed.

20% Digital Communications, Media Relations and Strategic Communications:

Develop engaging digital content that supports Institute priorities across social media platforms, the website, and newsletters, using desktop publishing software, such as InDesign.

Create and coordinate social media content that promotes Extension programming, research discoveries, events and community impact through compelling writing, photography, graphics, and short-form video.

Fulfill PIO duties and assist with media relations by developing and editing press and marketing materials, responding to media requests, and identifying newsworthy stories.

Monitor communication performance and recommend content strategies that improve audience engagement and visibility.

Contribute to the implementation of the Institute's communications strategy by identifying emerging stories, planning seasonal content, and recommending new communications opportunities.