

DIGITAL COMMUNICATIONS SPECIALIST

Job Overview

The Buffett Early Childhood Institute at the University of Nebraska is seeking applicants from qualified individuals for the position of Digital Communications Specialist. This position reports to the Managing Editor and is responsible for leading the Institute's efforts on social media. The person hired for this position will write stories and help produce research-backed content for the Institute's digital channels, including a soon-to-be launched early childhood education news source. The person hired will also lead digital strategy on the best use of the Institute's current social media, tracking current trends, expanding channels as needed, and then reporting analysis of social media efforts as the Institute grows its audience. This position requires the ability to work in a fast-paced environment, managing multiple priorities and working well under pressure with strict deadlines and the ability to juggle tasks in a busy, deadline-oriented environment.

The Buffett Institute serves as a bridge to resources and information for parents, providers, and the public. One of the four areas of focus at the Buffett Institute is outreach in order to communicate what we know to improve the lives of vulnerable young children and their families. The communications unit plays a critical role in this function, and this position will help make the Buffett Institute's vision to make Nebraska the best place in the nation to be a baby a reality.

Buffett Early Childhood Institute Profile

Envisioned as a new model for how public higher education is engaged in the first years of life, the Buffett Early Childhood Institute is a four-campus, university-wide, multidisciplinary research, education, outreach, and policy institute of the University of Nebraska committed to helping transform early childhood development and education in Nebraska and across the nation. The long-term goal of the Institute is to be a leading center where scholars, practitioners, community members, and policymakers collaborate to advance a unified approach that can improve the lives of young children and families and the systems that support them.

Applicants should note that the goals of the Institute are university-, state- and nation-wide, but that the Institute administration is in Omaha. This position will work primarily out of the Omaha office. Regular hours at the Institute and for this position are Monday through Friday, 8 a.m. – 5 p.m., with some evening and weekend assistance when events occur outside of normal work hours. This position may also require some travel and is grant-funded for three years.

Job Responsibilities

This job description is not to be considered an exhaustive or exclusive statement of duties, responsibilities, or requirements. Employees may be required to perform other job-related duties as requested. This list describes major responsibilities to support the Buffett Institute by aligning social media and digital communication strategy to the Institute goals.

Writer and Content Creator for the Institute’s Social Media Channels (65%)

- Produce daily updates on social media channels about the Institute and its partners and news and information on early childhood care and education while responding to social media feedback.
- Develop and manage team strategy about how to best use Institute’s existing social media channels and create new ones as trends and Institute needs dictate.
- Collaborate with designer, other communications team members, and Institute experts on creating compelling visual content—photo, video, and infographics—for social media channels.

Writer and Content Creator for Early Years Matter News Site and Other Digital Platforms (35%)

- Write feature stories, news stories, and briefs for new Early Years Matter website.
- Collaborate in creating visual content for Early Years Matter website and other social/digital channels.
- Help to curate Early Years Matter, identifying good stories from around the country to share on Early Years Matter website.
- Research early childhood issues locally, nationally, and internationally and examine the relationship of those issues to the goals of the Buffett Institute.

Communication Unit Support (5%)

- Assist Events Manager with public outreach events as needed.
- Assume other responsibilities as defined by the Director of Communications and Marketing.

Required Qualifications

- Bachelor’s degree
- Three years of experience producing content for print, digital, or social media platforms
- Demonstrated success in managing and executing social media strategies
- Mastery of digital analytics, Search Engine Optimization (SEO), content creation, and structuring content on multiple platforms

Preferred Qualifications

- Bachelor’s degree in journalism, public relations, or marketing
- Five years of professional experience in communications, journalism, or marketing
- Basic HTML and CMS knowledge
- Intermediate experience with video production and editing, using programs like Adobe Premiere
- Fluent in oral and written Spanish

An equivalent combination of education and experience from which comparable knowledge and abilities is acquired may be considered.

How to Apply

Application review begins immediately and continues until position is filled. Applications are processed through the online job posting at <https://careers.nebraska.edu>

Follow instructions to complete the standard application. Along with your application, attach a cover letter, resume, and contact information for three professional references. Direct questions about the position to: humanresources@nebraska.edu. Direct questions about the online application process to: (402)472-3701.

The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its programs, activities, or employment. The University of Nebraska is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, disability, gender identity, sexual orientation, or protected veteran status.

ADDENDUM DIGITAL COMMUNICATIONS SPECIALIST

Competencies

Nature/Complexity of Work

This position requires an individual who is a good, quick writer with sound judgment when it comes to news and social media. Independence, initiative, an ability to think strategically, an ability to easily shift between several different tasks during a day, accuracy and a record of effective teamwork are musts. This position is a communications position requiring a demonstrated effectiveness at writing, interviewing, and social media usage. Knowledge of the University of Nebraska's organization structure and interrelationships as well as the Institute's other internal and external constituencies will be helpful in this position.

Problem Solving/Decision Making

Quick, thoughtful decision making is required in every element of this position. Key duties will place the person hired at the forefront of the Institute's social media outreach efforts. The position demands both an ability to make a quick decision and the judgment to make the right one.

Strategic Input

This individual is required to align social media strategy and planning to the Buffett Institute's mission, vision, and goals and be conscientious when representing the Buffett Institute and the university online and in person. Administrative review is sometimes necessary before information is released by this position, but the responsibility for error-free information rests on the employee.

Know-How

This position demands an ability to write clearly and quickly as well as take initiative, operate collaboratively, and thrive in a multi-tasking environment. One should demonstrate excellent interpersonal skills with a strong orientation toward diplomacy, tact, and teamwork; good verbal, writing, and proofreading skills; must be detail-oriented and accurate; must have ability to juggle priorities of social media, writing for digital channels and other tasks; must have ability to collect, compile and analyze facts, draw conclusions, and recommend solutions; must possess a desire to improve the Institute through hard, smart, successful work. Thorough knowledge of modern digital communications channels and a strong understanding of how to explain strategies, plans, and individual decisions related to those channels to Institute management is important. Must follow Board of Regents bylaws and policies and state and federal law and other NU or Institute rules and regulations.

Technical Skills

This position demands the mastery of the tools of modern digital communications, including digital analytics, SEO, content creation, all relevant social media platforms, and structuring content on multiple platforms. Working knowledge of Microsoft Word, Excel, PowerPoint, and Outlook is required. A basic understanding of HTML, CMS, video, video editing and other digital tools is not required but preferred.

Interactions

This position will help build and strengthen the relationship between the Institute, its partners, and the public. Must have an ability to work independently, but also as a member of a team. Must respect confidential and sensitive information. This position also interacts with many external constituencies.

Supervision

This position reports to the Managing Editor.

General Information:

Job Family: PR

Job Code: 49343309

Salary Range: PR23

FLSA: Exempt

Position Number: 535

Org. Unit Number: 50008150 (BECI)

Date of Last Update: 6/16/2020 by Sheryl Gartner, Director HR

Physical Requirements and Work Conditions

The physical requirements and work conditions described here are representative of what an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Attendance at the workplace is critical. While performing the duties of this job, the employee is routinely required to have vision for up close and far away, talk, hear, sit and use hands to touch, feel, handle, and operate routine office equipment. The employee is occasionally required to stand, walk, climb stairs, bend, reach, twist, and lift, carry or move up to 15 pounds. The employee is required to occasionally travel to and participate in meetings and conferences that may require the ability to drive a motor vehicle or stay overnight.

The noise level in the work environment is usually moderate, and there are frequent interruptions as the Institute staff conduct business in cubicles, walled office space, and conference rooms.