



**WRITER AND MEDIA RELATIONS SPECIALIST
(University Relations Specialist or Senior University Relations Specialist)
Madison, WI**

The University of Wisconsin System Administration [Communications and External Relations team](#) is currently searching for a University Relations Specialist or Senior University Relations Specialist to join a team that is broadly responsible for helping the UW System communicate with external audiences. Leading and serving 26 campuses that educate more than 170,000 students annually, the UW System Administration serves as a champion for higher education and a steward of the university's precious resources. The UW System's Communications and External Relations Team serves as the main point of contact for news reporters, elected officials and other stakeholders.

Major Responsibilities: Reporting to the Executive Director of Communications and External Relations, the (Senior) University Relations Specialist will primarily focus on writing, editing, producing, and distributing news releases and other communication materials that deliver consistent, understandable information to/through the mass media to external audiences. This position will provide writing and editing support to top UW System leaders. Responsibilities include: prepare speeches, PowerPoint presentations, written reports, correspondence, and other materials for the UW System President and others; monitor daily news coverage of the UW System and its institutions, compiling and disseminating summaries of relevant news stories; serve as a backup UW System media spokesperson; collaborate with the General Counsel's office to fulfill public records requests filed by media representatives; produce and distribute system-wide publications including the Administrative Directory and the UW System Fact Book; serve as a point of contact for communications staff at UW System institutions; and provide general supervision for up to two student interns in the Communications and External Relations office.

Minimum Qualifications: A Bachelor's degree is required (most relevant academic fields include Journalism, English, Communication Arts, or related field) along with at least three (3) years of experience in journalism, public relations, writing/editing, or closely related field. Other requirements include: advanced writing and editing skills, including the demonstrated ability to conceive, research, analyze, write and translate complex information into concise, understandable messages for a general audience; working knowledge of AP Style and related news-writing techniques; proven ability to work quickly, accurately and independently under tight deadlines; desire to succeed in a dynamic, fast-paced workplace; strong organizational skills; highly developed professional oral communication skills; a demonstrated ability to produce written and oral communication which reflect cognizance of multicultural and diverse issues, interpretations and sensitivities; proven ability to communicate effectively with diverse audiences; ability to work independently on complex projects, and handle multiple priorities in a detail-oriented environment, and contribute to the success of the entire team; ability to work with colleagues to plan and execute projects in a highly collaborative manner; and high energy, patience, and a sense of humor.

Additional qualifications to be considered as a Senior University Relations Specialist: In addition to the minimum qualifications above, candidates may be considered for the Senior-prefix title if they bring at least 7 years of relevant experience.

Desirable Qualifications: Professional experience in a public university setting, and/or working knowledge of the higher-education sector is preferred, but not necessary, as well as experience in and knowledge of Wisconsin mass media and local issues. Familiarity with industry-leading graphic design and pre-press software is also a plus. A graduate degree in one of the related fields of study is also preferred, but not required.

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Conditions of Appointment: This is a full-time Academic Staff position. The University Relations Specialist title is assigned to Salary Range UWS 4 (currently \$40,125 - \$60,188); the Senior University Relations Specialist title is assigned to Salary Range UWS 5 (currently \$45,992 – \$68,988). Salary will be assigned within the appropriate range, commensurate with the candidate's qualifications and experience. An excellent [benefits package](#) is also included. Special Note: The UW System conducts criminal background checks for final candidate(s).

To ensure full consideration, complete applications must be received by 4:30 p.m., May 2, 2008. However, applications will be accepted until the position has been filled. To apply, send a letter of application addressing your qualifications and experiences specifically relating to the responsibilities of this position, a comprehensive resume, and a statement of whether you wish to have your application held in confidence or made available to the public upon request to: Ms. Demi Wiemann, Office of Human Resources and Workforce Diversity, at dwiemann@uwsa.edu. **Complete materials should be submitted electronically as Microsoft Word or PDF attachments.** Do not send application materials in the body of an email as formatting will be lost. (If you are unable to submit materials electronically in this format or have application questions, contact Demi Wiemann at 608-263-4390 or by email at the above address for special arrangements.)

Pursuant to Wisconsin Statutes, upon request we are required to provide a list of all nominees and applicants who have not requested in writing that their identity not be revealed. Persons agreeing to be final candidates will have their identity revealed as a final candidate.

"The University of Wisconsin is an AA/EEO employer committed to achieving a diverse workforce and to maintaining a community which welcomes and values a climate supporting equal opportunity and difference among its members."