



Job Number: 14958UD

Communications Specialist

Date Posted: December 19, 2024

WHO WE ARE

The University of Dallas is a Catholic university that seeks to educate the whole person, encouraging its students to pursue wisdom, truth and virtue as the proper and primary ends of education. We have consistently ranked as one of the top regional universities in the country. We are dedicated and guided by our [Mission](#).

SUMMARY

UD is currently seeking a Communications Specialist who will work closely with the Executive Director and Associate Director of the Institute for Homiletics to develop and implement a strategic Communications Plan that positions the Institute for Homiletics as the thought leader and source for improving the preaching of Catholic priests and deacons in the United States. Responsible for developing and executing the strategic communications plan with emphasis on digital platforms.

PRIMARY RESPONSIBILITIES

In conjunction with the Executive Director and Staff develop an ongoing communications plan to the target audience including digital assets, i.e. social media elements, podcasts, video, email and print opportunities.

Establish goals and benchmarks using Google analytics or other available tools to evaluate the performance of the plan.

Continually update the communications plan based on new learning and performance.

Implement the approved communications plans including developing and managing all digital assets and content including social media, blog posts, podcasts, emails, and video.

Manage and update the Institute's website in alignment with the communications plan and other media.

Create graphics, images and other multimedia rich applications using the most current available software. This would include recording and editing videos and a potential YouTube channel.

Manage other media contacts in particular print opportunities in select publications.

Writing original content for postings and potential news releases.

Identify and evaluate potential contractors and manage their content creation if contracted.



Pitch feature stories to various digital and print vehicles.

Monitor category news and potential competitive activities to stay informed and identify potential opportunities

Identify new technology and software opportunities.

Ensure all communications are compliant with industry standards and best practices as well as consistent with University policies and Catholic teachings.

MINIMUM REQUIREMENTS

Bachelor's degree in Mass Communications with digital emphasis.

At least three