Virginia Union University (VUU) was founded in 1865 in the heart of Richmond, VA. Over the past 156 years, the university has become a premier liberal arts urban institution of higher education and center of excellence for the preparation of students and the development of leaders for tomorrow’s world.

The Communications Specialist will promote the company’s products and services to existing and prospective customers through strategic use of graphics, logos, and other promotional products.

**Duties and Responsibilities:**
Specific duties may include and are not limited to the following:

- Collaborates with sales or marketing representatives to fully understand product and communication needs.
- Gathers the materials necessary to understand the project and competition in the area such as literature or previous marketing campaigns; analyzes these materials to determine the most effective communications technique.
- Based on assessment, drafts and proposes communications campaigns, which may include social and online media, print media, direct mail, and other multimedia.
- Presents design ideas and recommendations to marketing manager, committee, or sales team.
- Creates and coordinates multimedia packages.
- Composes draft speeches for senior management and assists with finalizing speeches.
- Schedules and develops filming scripts and production.
- Evaluates success of campaigns when completed.
- Attends trade shows and community fairs and staffs the company booth.
- Performs other duties as assigned.

**Qualifications:**

- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Proficient with Microsoft Office Suite or related software.

**Education and Experience:**

- Bachelor’s degree in Marketing, Journalism, Advertising, Communications, or related field.
Three to five years of related experience writing and editing projects; portfolio of relevant previous projects highly preferred.

**Physical Requirements:**
- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 pounds at times.

**Salary:** Commensurate with experience

**Applications Deadline:**

Review of candidate materials will begin immediately and continue until the position is filled. Applications should include a resume with three references and a cover letter and should be emailed to Resumes@vuu.edu. Please call (804) 257-5841 with any questions.

The selected applicant may be required to submit to a background investigation. VUU is an Equal Opportunity Employer. We consider qualified applicants without regard to race, color, religion, sex, national origin, sexual orientation, disability, gender identity, protected veteran status, or other protected class.

For more information about Virginia Union University, visit [https://www.vuu.edu/about-vuu](https://www.vuu.edu/about-vuu)

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