

**Classification Title: OPS HOURLY NON-SECRETARY/CLERK**

**Working Title:** Communications Specialist

**Position Number**

**Salary:** \$10 per hour

**Job Type:** Part-time (20 hours per week)

**Job Category: OPS HOURLY NON-SECRETARY/CLERK**

**Work Location (County):** Main Campus (Gainesville)

**Department:** TRSM

**College/Unit:** HHP

**Job Description:**

The Eric Friedheim Tourism Institute (EFTI) is searching for an energetic and creative Communications Specialist to work with the Managing Director of EFTI and the Director of EFTI to assist in promoting and communicating the activities of the Institute through an e-Newsletter and website maintenance.

**Specific Job Duties are as follows:**

**Communications (85%):** All communication efforts will be conducted under the guidance of the Managing Director of EFTI and will follow branding initiatives for the College and Institute. The duties and responsibilities related to communications are as follows:

- Maintain the functionality, accuracy, and appearance of the EFTI ([uftourism.org](http://uftourism.org)) website
- Implement change requests and updates to all webpages hosted on the EFTI website
- Compile stores (e.g., research, conferences, spotlights, industry trends) and update e-Newsletters (working within the current template)
- Manage EFTI social media accounts (i.e., Facebook, Twitter, LinkedIn), including content creation and tracking of performance analytics

**Outreach (15%):** The Communications Specialist will assist with the coordination of visitors to campus and to EFTI Advisory Board meetings.

This position may require occasional off campus travel.

The ideal candidate will have strong writing and communication skills, a high attention to detail, and the ability to multitask. Graphic Design abilities are a plus.

**Minimum Requirements:** Strong writing skills. Computer Skills: Website content management, word processing, spreadsheets, Adobe Acrobat, PowerPoint.

**Desired Skills/Traits:** Experience in communications and/or marketing. Computer Skills: Graphic design using the Adobe Suite.

All interested applicants should e-mail a cover letter, resume, and a list of three references to Craig Schmitt at [craig33@ufl.edu](mailto:craig33@ufl.edu).

**Job Open Date:**

**Closing date:** Open Until Filled