



Public Relations Associate

The University of Tennessee Office of the Vice President for Public and Government Relations has a paid, one-year public relations associate position open effective June 1.

This position includes salary and benefits and an optional, additional 12 months' employment (for a maximum two-year period for a single individual), depending on assessment of individual qualifications, performance, and needs of the department.

This competitive position will provide hands-on experience in external and internal communications, special events, media and Internet monitoring and research, public relations initiatives and related tasks in support of the UT President's office and members of the president's executive and senior staff.

Potential duties include:

- Assisting with research and evaluation of messages, audiences and channels
- Assisting with coordination and usage of appropriate, existing channels
- Monitoring UT System website pages for accuracy and current content; suggesting and producing fresh content
- Preparing and assembling informational handouts (Powerpoint slides, press releases, bulletins) for distribution at events
- Assisting with media relations – representing the University in a professional manner, directing inquiries to appropriate sources
- Representing the University at public and private events, if necessary
- Assisting with ensuring event technical / logistics support
- Participate in public relations / marketing brainstorming and strategy sessions
- Assisting with researching / writing periodic communications on behalf of the president or members of his staff
- Assisting with development of major communication plans
- Some administrative duties – copying, faxing, etc.

Qualified candidates must possess:

- Bachelor's degree in communications-related field: journalism, marketing, public relations, or advertising 3.0+ GPA
- Excellent verbal and written communication skills (to be evaluated by interview and writing test)
- Ability to follow directions and work independently to complete assigned tasks
- Attention to detail and a strong work ethic
- Above-average computer skills, including experience with Microsoft Office software such as Word and Excel, and the ability to learn new software as needed
- General understanding of the UT System and higher education in general
- Professional appearance and demeanor
- Legible, professional handwriting

A cover letter, resume with references and three writing samples should be submitted to:

Email address: alison.ross@tennessee.edu

Postal address:
Alison Ross
University of Tennessee
811 Andy Holt Tower
Knoxville, TN 37996