



CANCER PREVENTION AND RESEARCH INSTITUTE OF TEXAS

Digital Communications Specialist

Cancer Prevention and Research Institute of Texas (CPRIT) is the second largest public funder of cancer research and prevention activities behind only the federal government. Over the past decade, CPRIT has invested more than \$3 billion in cutting edge research leading to a significant increase in intellectual property and knowledge related to cancer treatments, cures, and prevention best practices. CPRIT offers an unparalleled opportunity to catalyze discovery and progress in the prevention, diagnosis, and treatment of cancer.

General Position Summary

Performs advanced informational and communications work. Work involves researching, writing, editing, and production of digital content and materials for release to various communications media (website, news, print, digital, and/or social) and for use by the agency and the general public. Works under limited supervision, with latitude for the use of initiative and independent judgment. This position reports to the Communications Director.

Salary Range: \$55,184 - \$90,393/year

Closing Date: September 30, 2022

GENERAL QUALIFICATION REQUIREMENTS:

Experience

Five (5) years' full-time experience working at a Texas state agency in communications, digital media, public information, public relations, or journalism work is required.

Five (5) years' full-time experience in videography / photography and audio production, including experience creating professional quality digital video or audio assets for public communication in a work capacity.

Must be proficient in Adobe Creative Cloud tools. (e.g., Premiere Pro, InDesign, Photoshop, Illustrator, Audition)

Must be proficient in Microsoft Office Suite, including Word, Excel, PowerPoint, and Outlook.

Must have experience in web content management systems, Google Analytics and Hootsuite.

Education

Graduation from an accredited four-year college or university with major coursework in journalism, public relations, advertising, communications, or a related field is required. Experience and education may be substituted for one another.

Knowledge, Skill, and Abilities

This position requires the following:

The position requires strong organizational and communication (written and oral) skills.

Knowledge of traditional news and communication media, social media platforms, publishing, and broadcast industries.

Ability to research and prepare information and materials related to the goals and priorities of an agency.

Ability to compose usable content for the Web and social media, to prepare copy and scripts, and to implement broad communications efforts.

Ability to communicate clearly and maintain positive and productive working relationships with all levels of staff; conceptualize creative ideas with internal stakeholders and communicate design ideas effectively, manage multiple deadlines.

Ability to work independently with limited supervision; listen effectively, follow and process instructions; manage multiple deadlines; manage stress; work collaboratively.

Proficient in web-based mailing list and survey software platforms, including managing custom form creation, managing contact lists, importing lists from various sources, creation of custom merge codes, template design and incorporation of rich media (e.g., MailChimp, SurveyMonkey)

Ability to develop and execute communications materials, including publication conceptualization and layout, web graphics, PowerPoint presentations, social media infographics.

Ability to assist in content management of websites, landing pages and dashboards using content management systems such as Umbraco.

Ability to capture professional quality video and audio production, in a studio setting or on location, with supplemental lighting, while monitoring light and audio levels.

Ability to capture high quality photographs, both planned and on-demand.

Knowledge of studio or podcast audio recording, procedures, and tools.

Knowledge of video, photographic and audio asset cataloging, or storage in a shared digital capacity.

EXAMPLES OF WORK PERFORMED

Will conduct and coordinate videography, photography and audio recording for agency events and materials as required, with ability to edit these assets to create professional productions for agency use.

Assists with video and audio interviews, stories, and ensures the completeness and accuracy of printed and online materials.

Assists with maintaining an archive library of relevant communications information about CPRIT and its grantees including news clips, CPRIT photos, videos, and presentation slide decks.

Assists with regular website updates via agency content management system.

May participate in Website usability testing and enhancements.

Will monitor content on social media sites and schedules content for posting using tools such as Hootsuite.

May create and analyze reports on social media or Web site activity and its effectiveness.

May develop or assist with developing strategies and tools to improve social media presence.

Will prepare direct communications from the agency as directed, using listserv tools such as MailChimp.

Will assist with agency communications projects such as new or continuing publications, yearly annual report, and informational materials for the legislature.

Will coordinate with external contracted vendors to ensure agency communications goals and projects are completed in the most transparent and cost-effective manner possible; monitor external contracted vendor invoiced work.

May serve as a backup to the Communications Director in his/her absence.

Performs related work as assigned.

Military Occupational Codes:

The Military Occupational Specialty (MOS) codes applicable to this position can be accessed at: http://www.hr.sao.texas.gov/Compensation/MilitaryCrosswalk/MOSC_InformationandCommunicati on.pdf. Veterans, Reservists, or Guardsmen with a MOS or additional duties that fall in the fields listed in the above link who meet the minimum qualifications listed above are encouraged to apply.

Application Instructions

If you meet the qualifications, complete, and submit a State of Texas application online via the WorkInTexas.com portal. You may also mail the application to Cancer Prevention and Research Institute of Texas, Human Resources, P.O. Box 12097, Austin, Texas 78711.

A State of Texas application may be obtained from <https://www.twc.texas.gov/jobseekers/state-texas-application-employment#applicationFormForDownload>.

All résumés must be accompanied by a fully completed state of Texas application. Incomplete applications may be disqualified at the agency's discretion. Faxed and emailed applications will not be accepted.

CPRIT is a non-smoking office; the agency is in the Capitol Complex of Austin, Texas.

CPRIT currently offers teleworking as an option to employees.

The Cancer Prevention & Research Institute of Texas is an equal opportunity employer.

You may find additional information regarding the Institute's history and operations on the agency's website at <https://cprit.texas.gov/>.