

HR Specialist, Communications

Position Summary

The HR Specialist, HR Communications position is a vital role designed to provide best in class communications support services to University of Virginia Human Resources. This Specialist-level position is responsible for assisting with a variety of Communications activities including writing, digital communications, and design. The position includes maintaining the implementation timeline, making program recommendations, and supporting the implementation of various HR communications that align with the University's mission. The incumbent will report to the Sr. Director, HR Communications.

Responsibilities and Duties

- Coordinate content and design for HR website through a content management system (CMS) to ensure accuracy, usability, and consistency
- Coordinate topics, draft, and format content for HR communications needs including but not limited to web, social media, newsletters, leadership meetings, and all-employee meetings and print materials
- Design, layout, proof, and prepare files for print production or web posting, ensuring consistency with University brand standards. Monitor HR-related comments submitted to the HR website and respond to comments with input from subject matter experts and the HR Solution Center
- Manage carousel content calendar for Workday, as needed, to ensure content stays current and is archived
- Contribute to newsletter production including writing, editing, and proofreading content
- Post and monitor content on various collaboration sites as needed such as SharePoint
- Assist with video and podcast production, including helping to plan and produce
- Participate in HR communications planning meetings and contribute ideas for improving or enhancing processes and content
- Participate in project planning meetings with HR subject matter experts and work with University communicators to create communications plans and draft content for employee engagement, total rewards, diversity & inclusion, employee relations, and other programs
- Interact with internal and external clients and vendors as needed

Functional Area Outcomes

- Create an HR communications approach that allows faculty, staff, and team members to easily recognize and relate to important HR messages
- Offer a communications strategy and support for all HR functions
- Maintain an easy-to-navigate, high-functioning, and accessible HR website
- Provide tailored key messages to targeted groups
- Utilize metrics for communication effectiveness that inform the message and approach, and reduce the number of customer inquiries after a communication

Knowledge, Skills and Abilities

- Coordinate and assist in a variety of programs and activities with direct supervision
- Coordinate or administer various aspects of the organization's compensation and benefit, recruitment, training, organization development, and employee relations programs. Utilize solid writing, client relations and project management skills
- Maintain a high level of energy and initiative
- Prioritize projects with competing deadlines
- Understand photography, editing, graphic design, and video production
Work in social media platforms

Required and Preferred Qualifications

Required Experience: 3 years of relevant experience

Required Education: Bachelor's degree

Preferred Computer Applications:

- Photoshop
- InDesign
- Drupal
- SharePoint
- Prezi