PUBLIC COMMUNICATION SPECIALIST

*Note: This material is not intended to represent a complete position description; it is meant as a job aid to provide a foundation for completing a detailed individual description. All functions and tasks listed below will not apply to every position and this is not an exhaustive list of potential duties. Supervisors should select any of this material which applies to provide a framework for their description, then add detail, context, and other functions relevant to their specific needs. This material is also competency-level neutral. In addition to functions and tasks, other considerations including but not limited to scope, organizational placement, and reporting relationship are key determining factors in position leveling.*

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| **FUNCTIONS** | **TASKS** |
| Event Planning / Event Management | * Provides special events planning including budgeting, volunteer recruitment, scheduling, and coordination
* Coordinates campus departments’ involvement in large events (public safety, parking, student groups, etc.)
* Promotes and manages annual conferences
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| Program Promotion | * Promotes new/existing programs (research/arts/athletics), programs’ accomplishments and/or news updates using print, electronic, or broadcast means
* Develops e-mail and/or social media materials for program promotions (volunteer recruitment, community outreach, marketing)
* Represents department, school, or the University at campus, community, or state/national events to promote programs
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| Branding | * Develops promotional materials in support of a department, school, or the University’s branding efforts
* Creates and/or oversees graphic design/logos/graphic identity for branding
* Consults with management and other stakeholders on direction, content, and implementation of branding programs
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| Marketing | * Develops, implements, and manages marketing campaigns at department, school, and university levels in areas of event promotion, outreach programs, major accomplishments, donor relations, annual giving and revenue generation campaigns
* Develops e-mail and/or social media marketing campaigns
* Designs and disseminates surveys, analyzes responses, and distributes findings to stakeholders to determine success of marketing methods
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| Public Relations | * Researches, develops, and expands relationships with local, state-wide, and/or national media sources
* Serves as primary spokesperson and/or media contact for a department, school, or the University in area of expertise
* Maintains positive relationships with county, state, and/or national agencies, donors, volunteers, subject matter experts, and vendors
* Plans, implements, and manages press and media events to include athletic events and University-wide ceremonies
* Provides guidance and instruction to students, staff, faculty, management and coaches for preparation for interviews to include content and technique
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| Content Development  | * Consults with management and other stakeholders on print, electronic, and broadcast media content, graphics, platforms, and standards
* Edits, formats, and directs photography used within media programs
* Arranges and conducts interviews with campus leaders, research experts, athletes, students, and staff on topic of print, electronic, or broadcast presentation

Print Media* Develops written content for newsletters, brochures, & flyers, exhibits, media guides and posters
* Develops, edits, and presents news releases
* Develops content for department’s, school’s, or the University’s monthly/annual publications to include magazines, alumni reviews, and annual reports

Electronic Media* Develops, edits, and manages digital content for websites
* Tracks site visits/open rates for websites
* Oversees and/or administers social media accounts for departments, schools, or the University
* Develops, coordinates, and manages webinars
* Develops and implements e-mail and/or social media marketing campaigns

Broadcast Media* Develops video productions for advertising, promotions, or events
* Produces, edits, and formats video presentations for use on multiple platforms (Facebook, YouTube, department websites)
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| Communication Strategy | * Participates in strategic planning committees
* Leads in development and implementation of communication strategies
* Blends input and negotiates buy-in on communication strategies from multiple stakeholders before implementations
* Ensures that all branding, communication and marketing programs are in alignment with the University’s and University System’s vision, mission and directives
* Serves as liaison to Central Communication’s staff
* Advises leadership on pros and cons of various communication approaches and strategies
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| Budgeting/Expenditures | * Devises, reviews, and reconciles budgets for events and branding/marketing activities and campaigns
* Approves expenditures for materials/equipment needed for communication efforts
* Selects vendors and approves expenses for food, transportation, speakers, and venues used for special events, conferences, meetings, etc.
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| Team Lead | * Directs the daily workflow of other staff members by assigning tasks but does not have full supervisory authority
* Trains new staff members on work methods, policies, and practices
* Provides feedback to supervisors on team members for performance evaluations
* Serves as a resource to other team members for questions or work issues
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| Supervision | * Provides full supervision to [define subordinate positions]; interviews and makes hiring decisions/recommendations; recommends initial pay rates and subsequent adjustments; ensures employees are trained in job responsibilities and provides for ongoing development; manages the performance review process and assigns performance ratings; addresses performance deficiencies and disciplinary issues as needed; sets work schedules and approves leave requests
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| Other Duties (5% max) | * Other duties as assigned by management to meet business needs
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**STATE–DEFINED COMPETENCIES** *(Use to complete section 7 of the position description by defining how these apply to your specific job. All competencies may not apply to all jobs. Do not add any additional competencies beyond those provided by the state.)*

* Knowledge – Technical
* Knowledge – Professional
* Communication
* Consulting/Advising
* Project Management
* Organizational Sensitivity

**MINIMUM TRAINING AND EXPERIENCE** *(Cut and paste into section 8 of the position description form with no additions or deletions):*

Bachelor’s degree in a discipline related to the area of assignment; or equivalent combination of training and experience. All degrees must be received from appropriately accredited institutions.