**Title Details**

|  |  |
| --- | --- |
| Employee Type | AP-Administrative Professional |
| University Title | Public Relations Communication Coordinator |
| Title Code | 1281 |
| Function General Scope | Positions are responsible for developing an annual work plan for communication and/or public relation activities for an academic school, college, branch campus or a central administrative unit. This includes writing, editing and/or coordinating program schedules, news releases, newsletters, magazines, annual reports, proposals, speeches, brochures, still photography, world-wide web pages and other material or projects supporting the unit’s public relations, development and student recruitment goals. Positions function as media liaison for the unit in direct cooperation with the University’s central news, information staff or national television program guide agencies. |

**Job Duties and Responsibilities**

|  |  |
| --- | --- |
| Summary of Duties | This position is responsible for developing and coordinating public relations and communication activities for DEPARTMENT. This may include research, writing and editing articles, news releases, newsletters, brochures, web pages, social media, and other material or projects supporting the DEPARTMENT’s public relations and communication goals. |
| Job Function, % Time, Essential | 45%, Public Relations/Communication, Essential |
| Duties Performed | Leads the development, production and distribution of communication materials  Coordinate and implement day-to-day communications.  Field, research and respond to requests for information from news media, university personnel, and the general public.  Develop new and fresh content/materials for placement on the website.  Update and monitor all social media content including but not limited to Facebook, Twitter, Instagram, Blogs, YouTube, LinkedIn, etc. |
| Job Function, % Time, Essential | 40%, Research, Writing, and Editing, Essential |
| Duties Performed | Research and write original content for news releases, feature articles, columns and informational sources for a variety of internal and external mediums, including web sites, news outlets, consumer and trade publications, community organizations, etc.  Edit and proofread content to ensure accuracy, quality, and consistency of communications. |
| Job Function, % Time, Essential | 10%, Strategic Planning, Essential |
| Duties Performed | Develops public relations and communication strategies. |
| Job Function, % Time, Essential | 5%, Other, Non-Essential |
| Duties Performed | Perform other duties as assigned. |

**Supervisory/Lead Responsibilities**

|  |  |
| --- | --- |
| Does this position lead the work of others? | No |
| Does this position supervise the work of others? | No |

**Position Qualifications**

|  |  |
| --- | --- |
| Required Qualifications | A Bachelor’s degree in public relations, communications, marketing or other relevant field AND two (2) years of professional experience in print OR broadcast news media, public relations, marketing including the use of electronic media or two (2) years of other relevant professional experience. |
| Additional Requirements | Experience using Microsoft Office Suite applications including Word, Outlook, PowerPoint, and Excel programs. |
| Preferred Qualifications | Master’s degree in relevant field.  Background in media and/or public information industries.  Experience working in a higher education setting.  Experience overseeing the design and production of print materials and publications. |