**Title Details**

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| Employee Type | AP-Administrative Professional |
| University Title | Public Relations Communication Coordinator Senior |
| Title Code | 1282 |
| Function General Scope | Positions assigned to this class are responsible for leading, supervising and/or developing a comprehensive communication strategy, annual work plan, and performing public relations functions for the college or branch campus. Writing, editing and coordinating news releases, newsletters, magazines, annual reports, proposals, special reports, speeches, brochures, video footage, still photography, world-wide Web, and other materials or projects supporting the unit’s public relations, development and student recruitment goals. |

**Job Duties and Responsibilities**

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| Summary of Duties | This position is responsible for the development and implementation of comprehensive public relations and communication strategies and activities for DEPARTMENT. This position develops, researchers, writes, edits, and coordinates complex original content for use in multiple communication media to promote and/or inform target audiences about DEPARTMENT.  OR  \*This position is responsible for leading/supervising a team of individuals involved in OR in support of the development and implementation of comprehensive public relations and communication strategies and activities for DEPARTMENT. This position leads/supervises the development, research, writing, editing, and coordination of complex original content for use in multiple communication media to promote and/or inform target audiences about DEPARTMENT. |
| Job Function, % Time, Essential | 40%, Public Relations/Communication, Essential |
| Duties Performed | \*Lead and/or supervise staff responsible for communication efforts  Approve, develop, implement, and distribute print, broadcast and web-based publications including articles, newsletters, annual reports, brochures, presentations, displays, website content and other related materials intended for internal and external distribution.  Coordinate and manage press contacts.  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, Editing, Essential |
| Duties Performed | Produce, develop, research, write, and edit, articles, news releases, newsletters, reports, brochures, videos, photos, web content, and other communications materials for external and internal audiences. |
| Job Function, % Time, Essential | 15%, Strategic Planning, Essential |
| Duties Performed | Responsible for creating, developing and implementing comprehensive marketing and communications strategies and plans to support DEPARTMENT’s identified goals.  Manage communication strategies for highest impact, greatest cost-efficiency, and production efficiency. |
| Job Function, % Time, Essential | 5%, Other, Non-Essential |
| Duties Performed | Perform other duties as assigned. |

**Supervisory/Lead Responsibilities**

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

**Position Qualifications**

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| Required Qualifications | A Bachelor’s degree in public relations, mass communications or a relevant field AND three (3) years of professional experience in print or broadcast news media, public relations or marketing including proven experience with writing and editing skills; writing feature articles, brochures, annual reports and speeches; executing strategic communication plans and complex communication projects. |
| Additional Requirements | Demonstrated experience in developing comprehensive communication plans.  Experience executing strategic communications plans and complex communication projects.  Experience which demonstrates excellence in producing communications materials in multiple mediums for a wide variety of audiences, including written and visual.  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 with or working in higher education.  Experience with writing for a variety of media styles (including features, news releases, advertisements, brochures, social media and the web).  Experience in developing, implementing and evaluating a communications plan. |