



JOB FAMILY CONCEPT

This family consists of three levels of communications manager work. Levels are distinguished based on the scope, range and complexity of the work, level of supervision received, and the degree of independence, autonomy and accountability required. This job family is distinguished from the Communications Specialist job family by having management responsibilities and increased accountability. Positions in this family are responsible for leading, managing, planning, producing and analyzing the communications program for a unit.

Positions in this family are responsible for communication functions in one or more of the following areas:

- Program development, management and evaluation
- Final authority on fiscal related items
- Staff supervision
- Compliance
- Research, training and analysis
- Strategic and long range planning
- Contract administration
- Program oversight and technical assistance

TYPICAL FUNCTIONS

The functions listed are typical examples of work performed by positions in this job classification. Not all functions assigned to every position are included, nor is it expected that all positions will be assigned every typical function. Duties listed in the Communications Specialist job classification may be performed, but not as the primary focus of the job.

- Develop, evaluate, research and analyze comprehensive communications programs, including institutional identity standards
- Implement and oversee daily, short- and long-term communication plans and operations
- Counsel unit on publicity, promotion and outreach; select methods and techniques for disseminating information; coordinate and implement communication methods; evaluate effectiveness of information program
- Analyze communication needs, perform or oversee market research, evaluate results and determine appropriate action
- Serve as strategic and tactical communications adviser to support short- and long-term planning
- Serve as a key communications resource; represent program and/or projects on organization, advisory or community committees
- Oversee project budgets, including preparation and development of annual budget projections; project future budget needs
- Participate in grant development and administration to support communications program



- Develop crisis communications plan and implementation and serve as key crises communicator
- Plan, develop, conduct and evaluate communications training, seminars, meetings and clinics; educational outreach curricula; and communication/educational manuals, resources and presentations
- Coordinate and collect program/project management statistics; prepare and submit narrative and statistical reports
- Research issues/topics pertinent to the organization or its programs; provide information for use by management on policies and operations that affect relations with other organizations and the public
- Oversee production, design and development of print, Web and other electronic media projects
- Oversee writing, editing and production of articles, news releases, reports, Web site and other electronic media content, feature stories, newsletters, broadcast copy, brochure copy, manuscripts, journals, manuals, catalogs, and other promotional materials
- Oversee production of graphic images, artwork and layout for print, electronic and other media
- Oversee provision of photographic support
- Oversee editing of written research materials (e.g., articles, monographs, journals, books, reports, theses, dissertations); work with authors on necessary revisions; advise authors on technical matters of production
- Oversee translation of research and policy documents, manuscripts, reports, etc., to and from English
- Prepare and deliver presentations to various publics
- Manage multiple projects simultaneously

LEVELS AND COMPETENCIES

The primary distinction between levels is reflected in the Level Descriptors. As levels increase, the scope, complexity and degree of independence increase. Higher levels may perform duties of lower levels. Education and experience are stated at the minimum threshold for the level. Additional education or experience may be desirable for some positions. Additional education relevant to the program or project may be required.

Level 1

PCLS: 02821

Grade 80

Exempt

Descriptors

Work is performed under administrative supervision. Manage and direct all aspects of regular and recurring communications projects that are specific to a unit that is limited in *scope and/or complexity. Research, interpret, edit and proofread complex communications. Consult with staff, departments and similar entities associated with unit on a local or national basis. Project costs and develop budget on specific projects. Ensure compliance with applicable laws, regulations, policies and procedures. **Supervise staff. The decisions made at this level that do not impact policy of another unit.

Knowledge, Skills, and Abilities

Demonstrated knowledge of techniques and industry standards for all aspects of communications projects relevant to position, including writing; editing; visual, print and electronic graphic design, Web materials and audio-visual productions; news and feature stories; and marketing and advertising. Demonstrated knowledge of relevant computer information systems, desktop publishing programs and databases. Knowledge of and ability to interpret and apply rules, regulations and laws relating to the administration of communications programs/projects. Issue management and message alignment skills. Effective leadership skills. Demonstrated organization, research and analysis skills. Ability to communicate effectively in multiple media (e.g., verbally, in writing, graphically, electronically.) Ability to exercise sound judgment in analyzing situations and making decisions. Ability to write news releases, articles, reports and promotional materials; ability to establish and maintain professional and effective working relationships with unit, university and UA system colleagues, media and the public. Ability to manage project budgets. Ability to determine communication program needs and select effective methods and techniques for disseminating information. Ability to **supervise.

Education and Experience

Bachelor's degree in Public Relations, Journalism, Communications or related field and four years of increasingly responsible communications experience related to the program, or an equivalent combination of training and experience.

Level 2
PCLS: 2822

Grade 81
Exempt

Descriptors

Work is performed under general direction. Manage and direct a communications unit or function in a specialized area that is moderate in *complexity and scope impacting multiple units. Research, analyze, conceptualize, plan and implement institutional marketing and communication strategies for print and electronic publications. Work in conjunction with students, staff, faculty and management to develop communication processes. Participate in strategic and long-range planning. Individuals in this position participate in developing appropriate tactical approaches and processes to specific communications issues. Ensure compliance with applicable laws, regulations, policies and procedures. Project, develop and maintain budget. **Supervise staff. This level is distinguished from lower levels by the responsibility for managing a moderately large or complex communications function within a specialized area.

Knowledge, Skills, and Abilities

Same as level 1, plus: Advanced computer skills. Ability to organize, prepare and present comprehensive public information and outreach programs utilizing multiple media; ability to advise academic and program-level administrators regarding media relations and communications issues and programs. Ability to analyze complex situations and make responsible decisions. Ability to manage project and program budgets.

Education and Experience



COMMUNICATIONS MANAGER

Job Classification
Adopted: July 22, 2007
Revised:

Bachelor's degree in Public Relations, Journalism, Communications or relevant field and five years of increasingly responsible communications experience related to the program, or an equivalent combination of training and experience.

Level 3
PCLS: 02823

Grade 82
Exempt

Descriptors

Work is performed under long-range administrative direction. Responsible for multiple components of a comprehensive communications unit that is large in *scope and complexity. Plan and perform the administration of communication program activities with responsibility for defining objectives, priorities and strategic plans. Positions at this level have full authority for communications program/project management and policy development responsibilities. Oversee and monitor budget. Evaluate and identify program effectiveness and potential opportunities to enhance communications unit. Serve as an expert advisor to students, staff, faculty and management for a variety of communication related programs and activities. Investigate and resolve complex communication problems having broad potential impact. Ensure compliance with applicable laws, regulations, policies and procedures. This level is distinguished from lower levels by the impact decisions have on the MAU, committing the department to major expenditures and increased responsibility for setting direction and policies for larger reporting units. Decisions at this level frequently impact policy MAU wide.

Knowledge, Skills, and Abilities

Same as Level 2, plus: Demonstrated fiscal management skills. Ability to analyze, forecast and advise management on budget. Ability to advise senior-level university administrators on short and long-range strategic and tactical planning; ability to develop and implement policy appropriate to the communications program. Ability to serve as spokesperson.

Education and Experience

Bachelor's degree in Public Relations, Journalism, Communications or relevant field and six years of progressively responsible experience related to the program or an equivalent combination of training and experience. Master's degree in relevant field preferred.

***Complexity:** Refers to the diversity of rules and regulations (e.g., federal, state, such as; Copyright, HIPPA, ADA, FERPA, IAUC, IRB, PRSA Code of Ethics, local, and, University Policies, Regulations & Procedures, grants, and contracts). Complexity increases as the application, interpretation and frequency of working with these different laws, rules and regulations increases. Complex positions typically maintain compliance with grants and/or contracts. Complex positions may work with external constituencies, multiple departments and campuses to develop and/or translate scientific/technical material and/or discipline specific material for a diverse audience. Complexity increases as positions work more frequently with these entities.



UNIVERSITY
of ALASKA

COMMUNICATIONS MANAGER

Job Classification

Adopted: July 22, 2007

Revised:

***Scope:** Refers to the impact that a project has on the organization. Projects may involve or impact the organization at a departmental or program level, an MAU level, or at the system-wide level. As scope increases, projects may impact the organization at a higher level or have a greater impact.

****Lead:** Provide day-to-day guidance, training and direction for staff in addition to other duties. Regularly assign and review work. Fluent in assigned area of responsibility.

****Supervise:** Hire, train, evaluate performance, and initiate corrective action.