



JOB FAMILY CONCEPT

This family consists of five levels of specialized communications work. Levels are distinguished based on the complexity of work, level of supervision received and the degree of autonomy required. This job family is distinguished from the Communications Manager job family by having primary responsibility for technical execution and implementation of communications functions. Positions typically perform duties in one or more of the following areas of a communications program or department:

- Public information
- Public and media relations
- Internal and external communications
- Writing, editing and translation
- Marketing and advertising
- Graphic and multimedia design
- Photography
- Website design and development

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.

- Create written and audio/video material: Web content, advertising/marketing products, brochures, newsletters, flyers, event schedules, etc. Proofread, edit, layout and modify documents and coordinate the printing, publishing and distribution process
- Create or assist with creation, development and maintenance of Web and other electronic applications
- Fact-check and compile communications information
- Proofread and edit communications materials for grammar, clarity and style
- Translate materials to and from English
- Coordinate and/or assist with communication activities and events
- Assist supervisor with implementing daily and short- and long-term communication plans and operations related to the unit's communication program
- Serve as a technical advisor
- Create and deliver presentations
- Assist in communications training
- Assist with research and evaluation of communications activities
- Disseminate information while ensuring compliance with policy, regulation, grants and contracts
- Answer routine inquiries, and/or provide information to internal and external audiences



- Maintain communications and related databases, including obtaining, entering, retrieving, and maintaining data
- Develop, maintain and track communications records and/or confidential or complex files, which may include but are not limited to: student records, proposal/grant files or personnel files
- Coordinate and/or assist with communication event activities involving internal and external customers (e.g., press conferences, press briefings, media rooms and media training)
- Determine appropriate communication methods and make recommendations

LEVELS AND COMPETENCIES

The primary distinction between levels is reflected in the Level Descriptors. As levels increase, the scope, complexity, and degree of independence increases. 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.

Level 1

PCLS: 02801

Grade 75

Non-exempt

Descriptors

Work is performed under general supervision and within well-defined guidelines. Perform routine communication tasks such as assisting in editing, answering general communication inquiries, maintaining database, maintaining and updating websites and setting up equipment for presentations and trainings. Complex* and unusual problems or issues are referred to supervisor. Positions at this level are distinguished from higher levels by the closeness of supervision and performance of routine communication tasks requiring the application of standard procedures, techniques and criteria.

Knowledge, Skills and Abilities

Knowledge of computer operations such as word processing, spreadsheet, and database. Excellent customer service and interpersonal skills. Ability to write clearly and accurately, spell and punctuate properly. Ability to follow applicable policies, rules, regulations and ethical practices. Ability to establish and maintain effective working relationships with individuals and groups and to work successfully as a member of a team. Ability to maintain confidentiality.

Education and Experience

High School graduation and one year relevant experience or an equivalent combination of training and experience. Associate's degree in related field preferred.

Level 2

PCLS: 02802

Grade 77

Non-exempt

Descriptors

Work is performed under intermittent supervision. Positions in this level perform tasks as assigned or as determined by established procedures. Apply communication best practices and principles.



Perform a variety of routine communications assignments in support of specific programs, projects, events, or organization functions. This may include; uploading prepared content to web sites and maintaining them, assisting with graphic/photographic/audio production, gathering supporting documentation for news releases and other outreach material, and providing technical communications support. May lead** student or temporary employees. Positions have limited latitude to resolve problems outside of written guidelines. Positions in this level are distinguished from Level 1 by the performance of a wide variety of tasks, with increased complexity* and using initiative to carry out recurring assignments.

Knowledge, Skills and Abilities

Same as level one, plus: Knowledge of communications best practices. Knowledge of techniques and industry standards relevant to position for writing, editing, formatting, composing and producing written, Web, graphic, photographic and audio-visual materials for news, public information/outreach and marketing/advertising. Knowledge of public presentations. Knowledge of one or more of the following computer operations: graphic, photographic, desktop publishing software. Ability to design print, multimedia, Web and collateral material. Ability to use databases. Ability to exercise sound judgment, to analyze situations and make decisions. Ability to multi-task in a timely manner. Ability to lead**.

Education and Experience

Bachelor's degree in Public Relations, Journalism, Communications or related field and one year relevant experience or an equivalent combination of training and experience.

Level 3

PCLS: 02803

*****Alternate PCLS: 09210**

Grade 78

Non-Exempt

Descriptors

Work is performed under administrative supervision. Perform a variety of communications tasks that address specific tactical or strategic needs of particular programs, projects, events, and/or organization functions. Tasks may include writing reports, news releases, outreach materials; editing and evaluating content for accuracy, consistency and clarity for publication; designing and developing Web pages; performing graphic design and photographic services; serving as a spokesperson, and conducting communication research and evaluation. Perform problem solving and analysis. Position consults with staff and provides recommendations, training, and/or technical assistance. Position brings unusual problems or issues to higher-level staff with possible options or solutions. May supervise** lower level employees. Positions in this level are distinguished from lower levels by increased responsibility and complexity* of assignments, by creating and developing original material, being fully proficient, and working more independently.

Knowledge, Skills, and Abilities

Same as level two, plus: Demonstrated applicable knowledge in persuasive and informative writing, creation of visual images and multimedia materials in support of specific public relations and communications goals. Knowledge of cross-cultural communications, including translation of technical



documents into/from other languages. Knowledge in selecting and apply appropriate software and tools. Advanced computer skills in one or more of the following: graphic, photographic, desktop publishing and/or web design software and database. Ability to manage relational databases. Ability to conduct communications research and evaluation as directed. Ability to supervise**.

Education and Experience

Bachelor's degree in Public Relations, Journalism, Communications or related field and two years relevant experience or an equivalent combination of training and experience.

Level 4

PCLS: 02804

*****Alternate PCLS: 09220**

Grade 79

Exempt

Descriptors

Work is performed under administrative supervision. Perform a variety of complex* communications projects and/or marketing activities that have no defined process for problem resolution. Positions are typically located in a dedicated communications unit that is moderate in complexity* and scope*. Establish content of programs/projects and lead the development of program/project concepts. Plan, organize, schedule, and carry out communication activities to a variety of internal and external entities. Research and determine the need and most appropriate methods and techniques to publicize and promote programs and/or services. Recommend changes for maintenance and program effectiveness. Assist in defining priorities and plans for a unit and/or serve as specialist in communication area. Create forecasts and projections regarding materials, equipment and resources. May supervise** as a secondary function. Positions in this level are distinguished from lower levels by serving as a specialist, by the variety of complex* work assignments, the increased latitude in determining appropriate communication needs, methods, and target audiences, and the impact it has on other unit(s).

Knowledge, Skills, and Abilities

Same as level three, plus: Knowledge of communications theory and application in research, execution and evaluation of communications functions, best practices and industry standards; applied knowledge in advanced computer operations and programs. Ability to work and solve problems independently. Ability to provide advice and guidance in relevant technical areas. Ability to conduct evaluations of technical (e.g. design, photography, videography) aspects of projects. Ability to operate specialized equipment.

Education and Experience

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

Level 5
PCLS: 02805

Grade 80
Exempt

Descriptors

Work is performed under general direction. Assignments are made in terms of broad program objectives. Positions are typically located in a dedicated communications unit that is large in complexity* and scope*. Responsible for defining objectives, priorities and strategic plans for a specialized communications program/function. Recognized as the expert resource/advisor for a department. Develop and deliver training and technical assistance to staff. Independently access and analyze client and program needs and makes recommendations of communications and marketing plans, and strategies. Ensure compliance with applicable laws, regulations, policies and procedures. May supervise** staff. May prepare budget estimates and cost projections for specific projects. Positions in this level are distinguished from lower levels by having considerable latitude in decision making, scope* of authority and degree of independence, the level of expertise required for the completion of assigned tasks, and the impact it has on a MAU or system-wide.

Knowledge, Skills, and Abilities

Same as level four, plus: Knowledge of budget management. Ability to advise management on short and long-range strategic planning. Ability to develop and implement policy appropriate to the communications program.

Education and Experience

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

- * **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 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.
- * **Scope:** Refers to the impact that a communications unit has on the organization, those it impacts, or the size of the organization. Positions with large scope impact the organization at the MAU or 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.

- *** Exemption status determined on a case-by-case basis. Essential functions of each job will be reviewed and evaluated in accordance with Fair Labor Standards Act regulations.

[July 2009 revisions included formatting document for consistency, adding clarifying language and adding alternate PCLS information.]