



	SALARY	ISSUED: <u>6/93, 8/91, 3/88</u>
TITLE: <u>Information Officer III</u>	SCHEDULE: <u>B</u>	CLASS
	SALARY	CODE: <u>PE313</u>
UNION: <u>P&A – Local 1979, U.A.W.</u>	GRADE: <u>13</u>	EEO
	FLSA: <u>Exempt</u>	CODE: <u>30</u>
		E-
		CLASS: <u>PE</u>

POSITION PURPOSE

Develop and implement social media campaigns promoting university/school/college/division events. Coordinate and participate in writing and editing major and/or sensitive news stories while serving as key media relations contact or publicist to enhance and promote the image of the University including its schools, colleges and divisions in the areas of research, academics and community service. Specialized knowledge of journalistic practices and principles is expected in handling important controversial subjects and in establishing effective relations with outside news media and internal/external constituents .

ESSENTIAL JOB FUNCTION

- Coordinate and participate in writing and editing major and/or sensitive news releases and feature articles, publications and other informational pieces for print and electronic media publicizing significant academic, cultural, sports, or other activities of the University. Oversee writing, editing, layout, design and photo selection for promotional brochures, pamphlets, advertisements and other publications.
- Participate in all phases of production of internal and external social media campaigns and monitor social media streams including story selection, content and placement, headlines, photos and graphics, layout and any other production activities. Coordinate special purpose publications as needed.
- Oversee, obtain and verify information for staff reporters. Provide assistance in the identification of possible interview sources in connection with general news events. Initiate and develop original story ideas and adapt material to established media practices and standards; perform copy editing and re-write articles.
- Serve as key media relations contact or publicist. Arrange press conferences and other such informational events to keep print and electronic media apprised of major activities of the University. Maintain extensive contacts or liaison role with editors, reporters and other local, State and national media representatives.
- Participate in production of radio programs which includes preparation of scripts, tape interviews and testing activities. Write and edit radio and television spots or public service announcements, e.g. snow closures, conferences, etc.; contact print and electronic media for placement of informational pieces on University events.
- Represent the department at seminars, speeches conferences and meetings of editorial organizations to keep current with journalistic practices and to establish and maintain on-going contact with media representatives. Work with selected committees and groups to plan special events and activities, i.e. Festival Days, etc.

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

- Participate in special projects and assignments. Prepare scheduled reports and summaries; coordinate production of special publications or series of printed materials.
- Perform related work as assigned.

ADDITIONAL COMMENTS

This senior level professional classification performs advanced and responsible journalistic work writing major and, at times, controversial news and feature stories while providing key and on-going media relations contact. Work activities involve writing on important and sensitive subjects and greater responsibility in coordinating, planning and developing materials. This classification level requires greater specialized technical knowledge and experience in journalistic practices and principles in order to supervise a group of activities specific in objective and content and to work within a thinking environment that demands considerable independence of action. Work leadership and guidance may be provided to low level officers and student support personnel in media related duties. The incumbent should be a degreed professional possessing considerable experience in newspaper or editorial work. This classification reports to and receives technical guidance and direction from a management level classification.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university or an equivalent combination of education and/or experience. Coursework or major concentration in journalism, english, mass communications, or public relations is necessary.
- Experience in social media practices.
- Considerable experience in newspaper or editorial work is necessary.
- Excellent oral and/or written communications skills.
- Considerable knowledge of principles and practices of Journalism.
- Ability to initiate and develop original story ideas and to adapt such materials to established media standards.
- Ability to coordinate and participate in writing and editing major new stories.
- Ability to organize and prioritize work assignments to meet established deadlines.
- Ability to establish and maintain effective working relationships between print, electronic media and the University community.
- Typically, incumbents have held lower level Information Officer positions or have had previous newspaper or editorial experience.

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