cations manager work. Levels are distinguished b
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. This job family is distinguished from supervisory levels of other families by the gre
degree of responsibility possibly to serve as staff manage, and the addition of his manager are
responsible for leading, managing, planning, producing and analyzing the communications progr
Positions in this family are responsible for communication functions in one or more of the followir
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
all positions will be assigned every typical function.*

*Duties listed in the Communications Specialist job classification may be performed, but not a
primary focus of the job.*

Develop, evaluate, research and analyze comprehensive communications programs, inclu
institutional identity standards
Implement and oversee daily, short- and long-term communication plans and operations

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. 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., verbal,

and programs. Ability to analyze complex situations and make responsible decisions. Ability to manage project and program budgets.

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

Level 3

*   **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.

*   <u>**Scope:**</u> 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-