

## COMMUNICATIONS SPECIALIST

Job Classification

Adopted: July 22, 2007

Revised: July 1, 2009

### 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,

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- 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

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**Level 5**

