**P5: Level Standards**

**GENERAL ROLE**

This level is accountable for serving in an advanced senior resource capacity in an area of specialization.

Incumbents:

* Serve in a subject leader and consultative capacity within an area of specialization.
* Serve in the most advanced capacity and frequently being assigned project leadership roles within a specific administrative/programmatic function or specialty area.

**INDEPENDENCE AND DECISION-MAKING**

*🡪 Supervision Receive*d

* Works under direction.
* Seeks approvals when significant changes to process steps are considered and additional resources for task completion are required.

*🡪 Context of Decisions*

* Decisions are driven by office/departmental policy and procedures.

*🡪 Job Controls*

* Free to plan and carry out all phases of work assignments.
* Has the latitude to make daily operational decisions.

**COMPLEXITY AND PROBLEM SOLVING**

*🡪 Range of issues*

* Issues tend to be operational in nature.

*🡪 Course of Resolution*

* Identifies issues and gathers facts.
* Must understand the smallest details of an assigned area.

*🡪 Measure of Creativity*

* Problems are not amenable to strict technical resolution, requiring innovative thinking for resolution.

**COMMUNICATION EXPECTATIONS**

*🡪 Manner of Delivery and Content*

* Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

**SCOPE AND MEASURABLE EFFECT**

* Actions regularly affect a department or a project outcome with department/office impact.
* Actions generally have a direct impact on controlling such things as staff size and nature of work and scope of services.
* Performance results tend to relate to efficiency, fiscal practices and standing, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

**Job Template**

**GENERAL SUMMARY**

Oversees editorial policy, development of content, and content distribution for timely news releases which promote the University by focusing on its academic programs, research, faculty, staff, and students.

**REPORTING RELATIONSHIPS AND TEAMWORK**

Works under direction of a manager. Serves as a lead over the day-to-day operations of a group of employees.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

* Responsible for one or more major publications. Plans, manages, and edits content, layout, and quality of publication, in accordance with broad guidelines and policies.
* Participates in determining publication goals, policies, number of publications, and other editorial matters.
* Oversees the internal production of publication, including the bidding and technical production of publication with outside vendors
* Approves form, layout and graphic, illustrative and/or photographic work used to accompany written copy.
* Provides editorial oversight checking for facts, analysis, grammar, readability, and compliance with publication goals and objectives.
* Develops editorial standards and guidelines.
* Establishes and maintains working relationships with local, state, and national media to coordinate and promote news coverage of the University.
* Researches and responds to inquiries from the media and the public about the University and specific events and issues.
* Serves as a consultant to university faculty and staff members in matters dealing with the media and the University’s image.
* Plans, organizes, and facilitates special public relations projects, such as workshops, special events, and conferences.
* Performs related work as required.

**MINIMUM QUALIFICATIONS**

* Bachelor’s degree in related field.
* Four to five years of related experience.

**COMPETENCIES**

**Knowledge of:**

* Principles and practices of journalism, marketing, and communications
* Needs of the media industry
* Technical writing standards
* General print and digital design principles
* Microsoft Office and related software applications

**Skill in:**

* Planning and organization
* Writing, editing, and proofreading
* Developing and maintaining effective and appropriate working relationships
* Critical thinking, problem solving and analysis

**Ability to:**

* Meet established deadlines and manage multiple projects simultaneously
* Communicate effectively through both oral and written means
* Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
* Develop training material
* Translate technical or scientific materials into lay language
* Develop new marketing strategies and promote the school
* Maintain the confidentiality of information and professional boundaries
* Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management