**P3: Level Standards**

**GENERAL ROLE**

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence. Positions at this level may supervise student or support employees.

Incumbents:

* Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
* Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
* Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

**INDEPENDENCE AND DECISION-MAKING**

*🡪 Supervision Receive*d

* Works under limited supervision.

*🡪 Context of Decisions*

* Utilizes general departmental guidelines to develop resolutions outside the standard practice.

*🡪 Job Controls*

* Possesses considerable freedom from technical and administrative oversight while the work is in progress.
* Defines standard work tasks within departmental policies, practices, and procedures to achieve outcomes.
* Serves as the advanced resource to whom more junior employees go to for technical guidance.

**COMPLEXITY AND PROBLEM SOLVING**

*🡪 Range of issues*

* Handles a variety of work situations that are cyclical in character, with occasionally complex situations.
* Issues are regularly varied.
* Problems tend to be technical or programmatic in nature.

*🡪 Course of Resolution*

* Assesses a variety of situations, and develops resolutions through choosing among options based on past practice or experience.

*🡪 Measure of Creativity*

* Issues are solvable through deep technical know-how and imaginative workarounds.
* Most of the obstacles, issues, or concerns encountered require considering alternative practice or policy interpretation.

**COMMUNICATION EXPECTATIONS**

*🡪 Manner of Delivery and Content*

* Regularly provides information on finished materials to others.

**SCOPE AND MEASURABLE EFFECT**

* Actions regularly affect an individual, item, event, or incident, etc.
* Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
* Incumbents have an indirect impact on a larger action or process, such as serving as a single component in an approval process, where the process is “owned” by a different work unit.
* May be designated to guide or organize the work of several employees within the unit.

**Job Template**

**GENERAL SUMMARY**

Develops, implements, and manages the University's graphic image. Maintains visual integrity of each image by ensuring appropriate quality, branding, and adherence to University standards. Manages communications and marketing through publications, media relations, website content, event promotion, and social media.

**REPORTING RELATIONSHIPS AND TEAMWORK**

Works under limited supervision of a supervisor or manager.

**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.*

* Develops artwork for promoting the overall image and photo presentation of the University to the general public.
* Assists in planning and implementing marketing and promotional outreach strategies designed to promote departmental/University services and programs as well as develop new audiences or clientele and/or maintain current audiences or clientele.
* Prepares promotional material, including idea generation and design, illustration, and production.
* Consults with University officials regarding University publications, audience goals, deadlines, budgetary limits, and desired image.
* Provides creative and/or technical guidance and consultation on projects to University and external clients.
* Works with others to plan media events, advisories, news releases, and appearances by University administrators.
* May represent the department in interactions with the media and at meetings. Assists with the management of new media at University functions and events.
* Performs related work as required.

**MINIMUM QUALIFICATIONS**

* Bachelor’s degree in related field.
* Three to four years of related experience. Three years of experience must be serving in a professional communications related capacity.

**COMPETENCIES**

**Knowledge of:**

* Graphic design principles and applications
* Principles and practices of marketing and promotions
* Writing, editing, reporting, and media production
* Microsoft Office and related software applications

**Skill in:**

* Planning and organization
* Project management
* Developing and maintaining effective and appropriate working relationships
* Critical thinking, problem solving and analysis

**Ability to:**

* Solve complex technical or design problems and serve as creative consultant on projects
* Communicate effectively through both oral and written means
* Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
* Meet established deadlines and engage in multiple project simultaneously
* 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