

Job Template: Media Services Specialist

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	Media Services Specialist
Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C10000

P4: 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 Received*

- Works under direction.

→ *Context of Decisions*

- Decisions should involve selecting an approach from among alternatives, timing when certain tasks should be performed, determining how to best use available resources, and other similar choices.
- Decisions require more coordination and collaboration among different sources, taking into consideration the roles and impact on work outside the immediate organization.

→ *Job Controls*

- Has the latitude to make decisions on projects that they are accountable for delivering on.
- Free to plan and carry out all phases of work assignments.

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COMPLEXITY AND PROBLEM SOLVING

→ Range of issues

- Assignments are defined as less reoccurring or cyclical tasks, and primarily consist of development or refinement of programmatic or administrative objectives.

→ Course of Resolution

- Resolution and project completion require substantial planning and scheduling within the department in order to obtain and align resources when and where needed.

→ Measure of Creativity

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

COMMUNICATION EXPECTATIONS

→ Manner of Delivery and Content

- Regularly provides information on finished materials to others.
- Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

SCOPE AND MEASURABLE EFFECT

- Incumbents may supervise a small homogenous department, with proportionate responsibility to perform daily responsibilities similar to the work of subordinate staff.
- Actions typically 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 are typically designated as a lead or frequently assigned project leadership roles within a specific administrative/programmatic function or specialty area.

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- Generally, have a more direct impact on a larger action or process, such as serving as an approver in a process, where the process is “owned” by a different work unit.

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Occupational Group	Communication and Marketing
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Job Path	Public Relations
Job Title	Media Services Specialist
Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C10000

Job Template

GENERAL SUMMARY

Manages aspects of the University's public relations programming and participates in the overall planning and development of strategies designed to promote the University and its programs.

REPORTING RELATIONSHIPS AND TEAMWORK

Works under direction of a supervisor or manager. Serves a lead worker to employees who perform similar functions.

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.

- Serves as part of the overall planning team for marketing of the University in area of specialization, including the development and implementation of strategy.
- Conceptualizes, supervises, and manages presentations of the University's image through audio, video, and/or web-based programming and leads staff providing support in the production of these programs.
- Plans, scripts, narrates, and/or moderates and produces radio, television, video, and/or web-based programs for use in the University's public relations and marketing programs.
- Meets with members of the University community to guide uniformity of the University's image and for promotion of individual programs in media area of specialization.
- Responds to emergency and/or immediate public information needs as required by University administration.
- Serves as consultant to University administration, staff, and faculty members in matters pertaining to specific media specialty and the University's public image.
- Researches, writes, checks facts, and edits news and feature stories for University publications.
- Works with University photographers and designers to obtain photos and images for designated subjects and treatments to accompany promotions of the University.
- Keeps up to date on current affairs, the press, the electronic media, public relations, and other programming used to promote colleges/universities in area of specialization.

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- Performs related work as required.

MINIMUM QUALIFICATIONS

- Bachelor's degree in related field.
- Four years of related experience.

COMPETENCIES

Knowledge of:

- Web, audio, or video production
- Writing, scripting, audio and video editing, voice narration, and web production
- Media operations and the needs of constituents
- Microsoft Office and related software applications

Skill in:

- Planning and organization
- Leadership
- 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
- Make instant judgments based on sound public relations and marketing communications practice and experience
- 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

Job Template: Media Services Associate

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	Media Services Associate
Job Category: P	Job Level: 5
FLSA Status: E	Job Code: C10001

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 Received*

- 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.

Job Template: Media Services Associate

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	Media Services Associate
Job Category: P	Job Level: 5
FLSA Status: E	Job Code: C10001

→ *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: Media Services Associate

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	Media Services Associate
Job Category: P	Job Level: 5
FLSA Status: E	Job Code: C10001

Job Template

GENERAL SUMMARY

Participates in developing the University's comprehensive media communication strategies. Produces and oversees the implementation of media communications plans related to significant University events. Serves as a University spokesperson and responds to media inquiries for University information, with particular focus on Connecticut media.

REPORTING RELATIONSHIPS AND TEAMWORK

Works under direction of a manager. Serves in an advanced senior resource capacity in an area of specialization.

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 priorities, goals, policies, and procedures to assure consistency of messages related to the University's media communications objectives.
- Produces and oversees the implementation of media communications plans related to significant University events.
- Provides the first level of interface with news media; issues press releases, oversees press event planning, and coordinates press events as appropriate.
- Manages relations with media editorial boards, which includes coordinating meetings between media editorial boards and University officials.
- Oversees the production of the University's internal news and information channels. Provides articles, essays, and other material for publication.
- Participates in the identification of new strategic communications opportunities and develops plans.
- Leads the communications activities of professional and support staff.
- Participates in department's annual budget development and prioritization.
- Reports on administrative and institutional initiatives, programs, and activities.
- Performs related work as required.

Job Template: Media Services Associate

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	Media Services Associate
Job Category: P	Job Level: 5
FLSA Status: E	Job Code: C10001

MINIMUM QUALIFICATIONS

- Master's degree in related field.
- Five years of related experience.

COMPETENCIES

Knowledge of:

- News writing, text editing, reporting, and media production
- Target audience and community to be served
- Microsoft Office and related software applications

Skill in:

- Planning and organization
- Troubleshooting
- Leadership
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

Ability to:

- Respond to unplanned media events
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Learn new skills and be flexible
- Create and maintain reports and documentation
- 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

Job Template: University Public Relations Associate 1

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	University Public Relations Associate 1
Job Category: P	Job Level: 3
FLSA Status: E	Job Code: C10003

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 Received*

- 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.

Job Template: University Public Relations Associate 1

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	University Public Relations Associate 1
Job Category: P	Job Level: 3
FLSA Status: E	Job Code: C10003

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: University Public Relations Associate 1

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	University Public Relations Associate 1
Job Category: P	Job Level: 3
FLSA Status: E	Job Code: C10003

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.

Job Template: University Public Relations Associate 1

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	University Public Relations Associate 1
Job Category: P	Job Level: 3
FLSA Status: E	Job Code: C10003

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

Job Template: University Public Relations Associate 2

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	University Public Relations Associate 2
Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C10004

P4: 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 Received*

- Works under direction.

→ *Context of Decisions*

- Decisions should involve selecting an approach from among alternatives, timing when certain tasks should be performed, determining how to best use available resources, and other similar choices.
- Decisions require more coordination and collaboration among different sources, taking into consideration the roles and impact on work outside the immediate organization.

→ *Job Controls*

- Has the latitude to make decisions on projects that they are accountable for delivering on.
- Free to plan and carry out all phases of work assignments.

Job Template: University Public Relations Associate 2

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	University Public Relations Associate 2
Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C10004

COMPLEXITY AND PROBLEM SOLVING

→ *Range of issues*

- Assignments are defined as less reoccurring or cyclical tasks, and primarily consist of development or refinement of programmatic or administrative objectives.

→ *Course of Resolution*

- Resolution and project completion require substantial planning and scheduling within the department in order to obtain and align resources when and where needed.

→ *Measure of Creativity*

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

COMMUNICATION EXPECTATIONS

→ *Manner of Delivery and Content*

- Regularly provides information on finished materials to others.
- Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

SCOPE AND MEASURABLE EFFECT

- Incumbents may supervise a small homogenous department, with proportionate responsibility to perform daily responsibilities similar to the work of subordinate staff.
- Actions typically 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 are typically designated as a lead or frequently assigned project leadership roles within a specific administrative/programmatic function or specialty area.

Job Template: University Public Relations Associate 2

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	University Public Relations Associate 2
Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C10004

- Generally, have a more direct impact on a larger action or process, such as serving as an approver in a process, where the process is “owned” by a different work unit.

Job Template: University Public Relations Associate 2

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	University Public Relations Associate 2
Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C10004

Job Template

GENERAL SUMMARY

Serves as a contact for external news media sources seeking information about UConn. Provides institutional news and information to the media as instructed or advised by senior associates. Monitors University's image in the media.

REPORTING RELATIONSHIPS AND TEAMWORK

Work under direction 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.

- Plans and implements 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.
- Develops and monitors artwork produced for promoting the overall image and photo presentation of the University to the general public.
- Identifies desirable and appropriate outlets for stories and develops strategies to package, market, and place stories.
- Prepares promotional material, including idea generation and design, illustration, and production.
- Consults with and advises 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.
- May leads others in planning media events, advisories, news releases, and appearances by University administrators.
- Represents the department in interactions with the media and at meetings.
- Performs related work as required.

Job Template: University Public Relations Associate 2

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	University Public Relations Associate 2
Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C10004

MINIMUM QUALIFICATIONS

- Bachelor's degree in related field.
- Five years of related experience. One year must be serving as an advanced team member.

COMPETENCIES

Knowledge of:

- Graphic design principles and applications
- Principles and practices of marketing and promotions
- Writing, editing, reporting, and media production
- External news operations and the need of reporters
- 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:

- 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

Job Template: Senior Public Relations Associate

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	Senior Public Relations Associate
Job Category: P	Job Level: 7
FLSA Status: E	Job Code: C10005

P7: Level Standards

GENERAL ROLE

This level is accountable for serving in an expert resource capacity in an area of specialization. Positions at this level are not reflective of the majority of the workforce, but instead the most complex functions within an area of specialization.

Incumbents:

- Serve in a subject leader and consultative capacity within an area of expertise.
- Provide analytical, technical, and advisory support to leaders and decisions makers within the same disciplinary track.
- Lead projects or initiatives within the specific area of expertise, to include leading vendors or cross-functional departments or teams.
- Research and apply better ways to effectively achieve end results by, for example, arranging/rearranging the way work is performed, changing elements of processes, and adding or deleting new or unnecessary capabilities/functionalities as needed.
- Set project objectives, immediate- and/or long-term, as a means to fulfill project initiatives.

INDEPENDENCE AND DECISION-MAKING

→ Supervision Received

- Works under general direction.
- Seeks assistance only when unique situations arise, coupled with financial impact to the division and political consequence.

→ Context of Decisions

- Work is focused on and regulated by specific department/division goals and milestones.

→ Job Controls

- Act based on own judgement as long as actions adhere to division policies and operating procedures, and remain focused on the department and division objectives and missions.
- Subject to managerial controls through conferences, review of reports, and occasional on-site visits or check-ins.

Job Template: Senior Public Relations Associate

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	Senior Public Relations Associate
Job Category: P	Job Level: 7
FLSA Status: E	Job Code: C10005

- Managerial controls are exercised on the incumbent for matters of intermediate- and long-range planning, budgetary, and human resources based matters.

COMPLEXITY AND PROBLEM SOLVING

→ Range of issues

- Problems are unique and unexpected.
- Challenges for problems arise due to lack of precedent.

→ Course of Resolution

- Problems require response/adaptation to changing conditions or circumstances, necessitating enterprise and new approaches with broad impacting effects.
- Problem resolution should regularly require collaboration and coordination with units internal to the division, with occasional collaboration and coordination outside the division.

→ Measure of Creativity

- Incumbents are regularly required to develop new methods/methodology for evaluation and implementation plans for new initiatives.

COMMUNICATION EXPECTATIONS

→ Manner of Delivery and Content

- Deliver statements and information in a combined persuasive and motivational fashion to subordinate staff, departmental and University administrators, and the campus community as a whole.

SCOPE AND MEASURABLE EFFECT

- Serve as an expert on specific subject matter evidenced by regularly researching and producing reports (e.g., white papers) on technical matters of systematic importance and consulting with managers throughout the division/University on specific issues in the position's area of expertise.
- Actions regularly affect a departmental outcome with division-wide impact.

Job Template: Senior Public Relations Associate

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	Senior Public Relations Associate
Job Category: P	Job Level: 7
FLSA Status: E	Job Code: C10005

- Actions have a direct impact on controlling such things as project scope, team size and nature of assignments, operating budget, etc.
- Actions may have high-risk financial, compliance, political, or safety implications.
- Performance results tend to be related to efficiency, degree of waste/cost overruns, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

Job Template: Senior Public Relations Associate

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	Senior Public Relations Associate
Job Category: P	Job Level: 7
FLSA Status: E	Job Code: C10005

Job Template

GENERAL SUMMARY

Serves as the primary contact for external news media seeking information about UConn and a key figure in disseminating institutional news to media.

REPORTING RELATIONSHIPS AND TEAMWORK

Work under the general direction of the Vice President for Communications or their designee.

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.

- Serves as the official University spokesperson and the first level of interface for all significant interchange with the media. Develops effective working relationships with prominent media contacts.
- Interfaces with media on institutional news, both in pitching stories and in responding to inquiries; provide information and/or connect reporters with subject matter experts within UConn.
- Develop strong working relationships with University division leaders at various levels to assess potential news for dissemination; build trust as part of working to respond to media inquiries; and for situational awareness as issues may develop that might become public-facing.
- Serves on UConn's behalf as a member of various committees and teams regarding issues such as emergency planning, operational weather-related decisions, student welfare in cases that draw public interest, and others, as issues arise.
- Monitor social media accounts for mention of UConn issues that may rise to public view and draw reporters' inquiries. Formulates response strategies as appropriate.
- Manage news media at University functions and events.
- Collaborate with the Office of the General Counsel; Office of Audit, Compliance and Ethics; Office of Diversity and Inclusion; and others on topics of a sensitive nature and/or Freedom of Information Act requests to ensure appropriate compliance with state law and regulations regarding FERPA.

Job Template: Senior Public Relations Associate

Occupational Group	Communication and Marketing
Job Family	University Public Relations
Job Path	Public Relations
Job Title	Senior Public Relations Associate
Job Category: P	Job Level: 7
FLSA Status: E	Job Code: C10005

- Develops and monitors artwork produced for promoting the overall image and photo presentation of the University to the general public.
- Plans and implements 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.
- Performs related work as required.

MINIMUM QUALIFICATIONS

- Bachelor's degree in related field.
- Eight or more years of related experience. One year of experience must be serving as a lead over major projects within the public relations field.

COMPETENCIES

Knowledge of:

- University and the community to be served
- News writing, editing, reporting, and media production
- External news operations and the need of reporters
- Microsoft Office and related software applications

Skill in:

- Possessing a disciplined approach to communicating with the media
- Planning and organization
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

Ability to:

- 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