(PD-1062) Communications Specialist

POSITION INFORMATION

Internal Team:* SL-CAED-Media Production Center-105001
Job Code/Employee Classification:* Pub Affairs/Comm Spec 12 Mo
Job Code: 0800

MPP Job Code:
Position Number: Pub Affairs/Comm Spec 12 Mo
Position no: SL-00000339

CSU Working Title:* Communications Specialist
Reports To: Dean CAED
Campus:* San Luis Obispo
Division:* Academic Affairs-Provost
College/Program:* CAED-College Arch & Env Design
Department:* CAED-College Arch & Env Design - 105000
FLSA Status:* Exempt

SENSITIVE POSITION

Sensitive Position: ☐ Yes ☐ No

Job Summary/Basic Function:* Reporting to the Office of the Dean of the College, the Communication Specialist will provide leadership in developing and executing strategies and initiatives for college-wide communications to deliver timely information, provide service and build relationships with key audiences. The communications specialist will develop, implement and maintain a strategic communications plan for the College of Architecture & Environmental Design.

With approximately 2,000 students and 145 faculty and staff, Cal Poly's College of Architecture and Environmental Design (CAED) offers eight degree programs in five closely related departments: Architectural Engineering, Architecture, City and Regional Planning, Construction Management, and Landscape Architecture. For decades the CAED's nationally ranked, accredited programs and over 16,000 alumni have been a positive influence on forces that shape the planning, design and construction worlds. The common educational goal shared by all academic programs within the CAED is excellence in preparing tomorrow's built environment leaders. The CAED's programs are distinguished by their selective admissions, active incorporation of hands-on-learning experiences and their close instructional relationship to professions and industries, as well as public agencies and community constituents.

Minimum Qualifications:* Equivalent to graduation from a four-year college or university and three years of progressively responsible experience in marketing and public relations, or a related field. A graduate degree in a related field may be substituted for one year of the required experience. Additional qualifying experience may be substituted for the required education on a year-for-year basis.
Required Qualifications:

Demonstrated skill in the development of strategic communications and messaging.

Working knowledge of and ability to apply standard theories, practices, principles and techniques related to communications in the public affairs, media and marketing areas.

Ability to research and identify communication needs and target audiences.

Thorough knowledge of web communication techniques, vehicles and formats with ability to effectively use web technology to achieve communication goals.

Working knowledge of marketing and research techniques and methods. Ability to apply market research to identify communication needs and target audiences.

Strong speaking skills, with a demonstrated ability to effectively communicate information in a clear and understandable manner.

Strong story development and journalistic writing skills, as well as advanced editorial skills.

Knowledge of interview techniques and the ability to define and deliver messages; ability to interview, research and write compelling stories for web and print publication.

Thorough knowledge of AP Style, English grammar, spelling, and punctuation.

Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the university with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.

Demonstrated project coordination skills and ability to juggle multiple projects simultaneously in a deadline driven environment.

Demonstrated ability to work independently in a highly collaborative, cross-functional teaming atmosphere.

Demonstrated ability to plan and execute effective social media campaigns on multiple platforms.

Working knowledge of applicable laws pertaining to written and electronic materials, confidentiality and news media, including libel/slander, copyright, and privacy laws.

Working knowledge of or ability to quickly learn, interpret and communicate University infrastructure, policies and procedures.

Demonstrated ability to maintain a high degree of confidentiality.

Excellent computer skills including working knowledge of or ability to quickly learn new programs, use a variety of software programs including word processing, spreadsheets, databases, Internet, calendaring and email, desktop publishing, photo editing, web page development and web browsers. Proficiency in various design applications such as Photoshop and InDesign.

Ability to provide lead work direction to student assistants.

Ability to analyze situations, apply independent judgment, discretion and initiative to address challenges, and develop practical, thorough and creative solutions.
Preferred Qualifications:

- Master’s Degree and experience in higher education preferred.
- Demonstrated experience with production of print publications.
- Experience in the production of non-print media, and material for social networking sites.
- Experience with video filming, editing, captioning, and storyboarding.
- Experience in web design and maintenance that meets ADA requirements.
- Donor relations experience.
- Demonstrated skills in an institutional environment utilizing a customer-oriented and service-centered attitude.
- Demonstrated knowledge of topics and activities related to the built environment.

Special Conditions:

- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to use a computer monitor for extended periods of time.
- Must be able to work additional hours, occasional holidays, and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- Must be able to successfully pass a pre-employment background/fingerprint check.
- This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).

License / Certification:

- Limited - The person holding this position is considered a limited mandated reporter under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083, revised July 21, 2017.

NCAA:

- ☐ Yes  ☒ No

Conflict of Interest:

- None

Supervises Employees:

- ☐ Yes  ☒ No

Job Duties
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<tr>
<th>% of time</th>
<th>Duties / Responsibilities</th>
<th>Essential / Marginal</th>
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<tbody>
<tr>
<td>90</td>
<td>Develop a strategic marketing and communications plan for the college and provide</td>
<td>Essential</td>
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<td>communications planning support for academic department heads.</td>
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<td>Ensure that communications support strategic objectives and meet professional standards of clarity, accuracy, timeliness, University brand compliance, and effective outreach and engagement of diverse constituents.</td>
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<td>Oversee content development, photography, print and website production and distribution.</td>
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<td>Collaborate with University Marketing for design and production of multi-media solutions, including: marketing materials, websites, video, photography, digital newsletters, and other digital media.</td>
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<td>Propose and contribute articles to Cal Poly Magazine, advisory group and Alumni Association e-news and other university-wide platforms to enhance the visibility and reputation of the college.</td>
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<td>Execute quarterly reports to measure online and social media metrics.</td>
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<td>Author, produce print and electronic media, with special attention to the effectiveness of the material's support of the college’s vision, fundraising, alumni and external outreach activities including development-related events.</td>
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<td>Serve as editor, author and project manager for an annual publication targeting the college’s alumni, donors and corporate partners.</td>
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<td>Update and create new content for the college’s website to ensure brand alignment, accuracy and effectiveness of information conveyed, and to enhance search engine optimization.</td>
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<td>Utilize social media platforms, including Facebook, Twitter, LinkedIn, Instagram and YouTube, with email platforms, including iModules, to inform and engage the college’s constituents.</td>
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<td>Develop and edit content for print and electronic channels of communications in line with Cal Poly’s brand strategy and standards, AP Style and ADA accessibility requirements.</td>
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<td>Review communications produced by members of the college community for brand compliance and other quality standards.</td>
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<td>Ensure the timely development and delivery of press releases and other critical messages sent from the Dean’s Office.</td>
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<td>Create visual presentations, including slide shows and videos for presentation to advisory councils and other external partners.</td>
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<td>Supervise student assistants involved in communications activities.</td>
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<td>Plan and implement selected CAED events, programs and initiatives.</td>
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<td>Perform other job-related duties and special projects.</td>
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<td>Maintain currency in the knowledge and skills necessary to perform assigned duties.</td>
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