PD No. PD-4854

(PD-4854) Communications Specialist

POSITION INFORMATION

Internal Team:* SL-UD-Annual Giving - 137800
Job Code/Employee Classification:* Pub Affairs/Comm Spec 12 Mo

MPP Job Code: Pub Affairs/Comm Spec 12 Mo
Position Number: Position no: SL-00009109

CSU Working Title:* Communications Specialist
Reports To:* Director of External Communications and Annual Giving
Campus:* San Luis Obispo
Division:* University Development
College/Program:* UD-Annual Giving
Department:* UD-Annual Giving - 137800
FLSA Status: Exempt

POSITION DESIGNATION

Mandated Reporter:* 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.

Conflict of Interest:* None
NCAA: Yes ☐ No ☐
Is this a Sensitive Position?: ☐ Yes ☐ No

Job Summary/Basic Function:* Under the general direction of the Director of External Communications and Annual Giving, this position plays a key role in developing communications material directly related to fundraising and programming activities, including proposals, impact reports, event programming, and other documents, to be used by University Development and Alumni Engagement (UDAE) leadership. Serving on a team, this service-oriented position collaborates closely with the UDAE division, development officers, faculty and academic leaders across campus and works with a high degree of independence in a fast-paced, dynamic, decentralized fundraising environment.

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.
Communications Specialist - PageUp People

Required Qualifications:
1. Working knowledge of and ability to apply standard theories, practices, principles, and techniques related to communications in the public affairs, media, marketing, and/or sports information areas.
2. Working knowledge of applicable laws pertaining to written and electronic materials and news media, including libel/slander, copyright, privacy, and other laws pertaining to news media and confidentiality.
3. Knowledge of Associated Press style, web page-development software, photo and web-video editing, desktop publishing, photography, social media experience to produce brochures, invitations, handouts, advertisements, flyers, and other materials.
4. Strong story development and journalistic writing skills, as well as advanced editorial skills. Knowledge of interview techniques and the ability to define and deliver media messages.
5. Demonstrated customer service experience requiring a very high level of diplomacy and professionalism.
6. Ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.
7. 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.
8. Excellent communication skills and the ability to effectively communicate information in a clear and understandable manner, both verbally and in writing.
9. Thorough knowledge of English grammar, spelling and punctuation.
10. Ability to interpret, communicate and apply policies and procedures.
11. Demonstrated ability to maintain a high degree of confidentiality.
12. Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
13. Excellent computer skills and proficiency with a variety of computer applications including word-processing, spreadsheets, databases, on-line systems, Internet as well as online calendaring and email.
14. Demonstrated ability to provide lead work direction and training to staff.
15. Working knowledge of or ability to quickly learn University infrastructure, policies and procedures.

Preferred Qualifications:
- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.
- Experience with Adobe Creative Cloud, Ellucian Advance Database, PowerPoint, Word and Excel.
- Experience in a higher-education setting.

Special Conditions:
- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to work overtime, 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:
- Possession of a valid driver’s license or the ability to obtain by date of hire.

Supervises Employees:*  
☐ Yes  ☐ No

Job Duties
**JOB DUTIES**

<table>
<thead>
<tr>
<th>% of time</th>
<th>Duties / Responsibilities</th>
<th>Essential / Marginal</th>
</tr>
</thead>
<tbody>
<tr>
<td>90</td>
<td>1. Provides strategic input to leadership in UDAE around marketing and communications, both divisional and campus wide, as it relates to university development, programming and fundraising purposes.</td>
<td>Essential</td>
</tr>
<tr>
<td></td>
<td>2. Provides graphic design and communications support for all of UDAE.</td>
<td>Marginal</td>
</tr>
<tr>
<td></td>
<td>3. Assists with the creation of marketing and communication templates and guidelines, which provide constancy across the division and the university; works closely with University Communication and Marketing (UCM) to align divisional and college based sub-brands with the Cal Poly brand.</td>
<td>Essential</td>
</tr>
<tr>
<td></td>
<td>4. Provides recommendations and support related to project management and creative fulfillment; responsible for developing, writing and editing a broad range of print and digital communication materials.</td>
<td>Essential</td>
</tr>
<tr>
<td></td>
<td>5. In coordination with UDAE leadership, develop and champion the tone for development/fundraising communications and bring consistency to materials to ensure the University has a clear voice.</td>
<td>Essential</td>
</tr>
<tr>
<td></td>
<td>6. Write and copy-edit a variety of donor communications, including, but not limited to: proposals, correspondence, invitations, brochures, event proposals, acknowledgments, PowerPoint presentations and reports.</td>
<td>Marginal</td>
</tr>
<tr>
<td></td>
<td>7. Design and create content for various print and electronic media and web sites related to fundraising initiatives, donor impact stories, and ways in which donors can support the University.</td>
<td>Essential</td>
</tr>
<tr>
<td></td>
<td>8. Provide lead work direction to communication colleagues.</td>
<td>Marginal</td>
</tr>
<tr>
<td></td>
<td>9. Write, edit, and research story content, layout and design for electronic and web-based publications for use with both internal and external audiences in collaboration with designers, photographers, faculty and staff. Participate in the ongoing management of the campus and division websites.</td>
<td>Essential</td>
</tr>
<tr>
<td>10</td>
<td>1. Perform other job-related duties and special projects as assigned</td>
<td>Marginal</td>
</tr>
<tr>
<td></td>
<td>2. Maintain currency in the knowledge and skills necessary to facilitate industry-leading solutions.</td>
<td>Marginal</td>
</tr>
</tbody>
</table>

**USERS AND APPROVALS**

*Powered by PageUp*