A. Position Data

Incumbent: Vacant/Recruitment  EmplID:  Date: 

Working Title: Public Affairs/Communication Specialist  Work Direction Given By: Associate Dean (Lead)

Department: College of Humanities and Fine Arts  Reports To Title: Associate Dean (Appropriate Administrator)

Division: Academic Affairs  College (if applicable): Humanities and Fine Arts

Reason:
☑ Vacant Position  ☐ Classification Review / In Range Progression  ☐ Revision  ☐ Performance Evaluation  ☐ New Hire

Is this a new position? No

Classification Title: Public Affairs/Communication Specialist II  Job Code: 0800

Position Number: 00002251  Level/Range/Grade: 2

FLSA Code: ☑ Exempt  ☐ Non-Exempt  Time Base: 1.00  Check box if Intermittent

Pay Plan: ☑ 10/12 month  ☑ 11/12 month  ☑ 12/12 month  CBU/MOU: R09-Technical CSUEU

B. POSITION PURPOSE

Working independently, under the general supervision of the Associate Dean of College of Humanities and Fine Arts, the Public Affairs and Communication Specialist II is primarily responsible for enhancing the CSU, Chico College of Humanities and Fine Arts (HFA) brand through strategic communication, communication plans, research, publicity and creative execution. The incumbent consults with the Dean and Associate Dean in prioritizing central college-level marketing communication and publicity efforts that support the College's priorities, department-level initiatives and diverse perspectives. The incumbent delivers HFA's message through traditional and digital communication channels and ensures that the institutional voice is consistent. Initiatives include advancing the College's recruitment, retention, student and faculty success, promotion of College activities and various units, community outreach and fundraising goals to raise the visibility of HFA and the University.

SPECIAL REQUIREMENTS/DESIGNATIONS OF THE POSITION:

California State University, Chico, in accordance with CSU policy, requires that the successful candidate complete a background check (including a criminal records check, sexual offender registry check, and/or fingerprinting) prior to assuming this position. Failure to satisfactorily complete or pass the background check may impact the job offer or continued employment of current CSU employees who apply for posted positions identified as sensitive. This position is considered a sensitive position based on CSU guidelines. Incumbent is responsible for the safety and security of Level 1 data, sometimes also referred to as Level 1 protected data. This is confidential information that is in most cases protected by statutes, regulations, or other legal mandates.

The duties of this position will include participation in a decision that may have a material/financial benefit to the incumbent. Therefore, this is a “designated position” under the California State University’s Conflict of Interest Code and the incumbent will be required to file a Form 700: Statement of Economic Interest and is subject to the regulations of the Fair Political Practices Commission. (Group/Category: Procurement Card Holder) Note this designation is applicable only if Procurement Card is issued.

This position as set forth in CSU Executive Order 1083, revised July 21, 2017 is not designated as a required mandated reporter under the California Child Abuse and Neglect Reporting Act.
C. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

“NOTE: This Position Description is intended to give an overview of the essential job functions, the general supplemental functions and the essential requirements for the performance of this job. It is not an exhaustive list of all duties and responsibilities of this positions. Other functions consistent with your Classification Standards may be assigned as deemed necessary.”

Does this position include Work Lead Responsibilities? Yes

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<thead>
<tr>
<th>List Functional Category with Responsibilities</th>
<th>% of Time</th>
<th>Priority Weight</th>
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<tbody>
<tr>
<td>COMMUNICATIONS DEVELOPMENT:</td>
<td>35%</td>
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<td>Perform as writer, publications editor, and communications specialist; adapt to changing information and needs, coordinate multiple assignments, establish priorities and meet multiple deadlines. This includes: * Advise, consult, and independently execute college public information policies and procedures. * Demonstrate understanding of, and expert skill in writing, editing, graphic arts, print production processes, web/electronic/social media/products/procedures/campaign management. * Train and assist student assistants in these skills as appropriate. * Consult, supervise, actively maintain and create School of the Arts Events Calendar and various college web pages. * Provide daily support to a variety of HFA social media initiatives and social media platforms. * Model best practices for editorial content development, photographic selection, and storytelling that reflect the college’s communication goals/priorities. Edit all acquired content for style. * Assist in researching, writing/executing media plans; developing messages, story pitches; conducting personal pitches; writing supporting materials that include media advisories, news releases, fact sheets, key media collateral, PSA’s, podcasts, talking points, and radio actualities. * As needed, meet with faculty, staff, and student employees to develop story and marketing campaign ideas; determines the scope, resources, and budget estimates for projects.</td>
<td>25%</td>
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<tr>
<td>LEAD WORK: Recruit, hire, train, motivate, supervise and evaluate staff of student interns and assistants in the performance of programs, posters, mailers, fliers, advertising copy, traditional media prep/layout/ proofreading, websites, Video, social media platforms, public service announcements, various publicity and outreach initiatives etc. Responsibilities include: * Oversee and train student interns to produce a variety of technical work for the purpose of providing support for college marketing/communications (e.g. photography, videography, graphic design and production, editing, proofreading, etc). * Establish and maintain procedures, coordinate projects to accomplish goals, monitor projects for compliance with applicable campus policies and procedures, and be responsible for ensuring projects stay on track, on time and within budget. * Develop/utilize seek outside funding sources to help support the advancement of hardware and software tools used to further publicize college activities/events/campaigns through Student Learning Fee Proposal submissions and other funding opportunities. * Serve as editorial liaison to college departments, maintaining project flow, approval process, brand identity. * Maintain basic production schedules and deadlines. Consistently scheduling, planning, maintaining and updating various calendars across websites etc. * Serve as liaison to Web Services and pass through editor of College and Department website content/uploads under supervision of Associate Dean. * Maintain a knowledge of applicable copyright, libel/slander, and other laws pertaining to written materials, electronic materials, news media and confidentiality.</td>
<td>20%</td>
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<tr>
<td>PUBLIC AFFAIRS: Work collaboratively and in coordinated effort with other public affairs assistants (e.g., University Public Events, Chico Performances, Comm, etc.) to coordinate information/communications associated with all public activities of the college’s faculty, staff, and students; analyze communications needs, then synthesize available media resources to design/produce appropriate presentations. Participate as a member of the UCOMM Communicators Committee as a representative for HFA; maintain liaison with and develop messaging strategies for campus, community agencies, organizations, and media. * Respond to a variety of inquiries from internal and external parties for the purpose of providing</td>
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</table>
List Functional Category with Responsibilities:

information, facilitating communication among parties, and providing direction.
* Facilitating communication among parties, and providing direction.

MEDIA RELATIONS:
* As needed, act as media liaison for college-wide photo-video shoots/press events and opportunities and schedule (attend, oversee as required) pre-event photo shoots for HFA events such as advance theatrical photos.
* Oversee and expand HFA media mailing list.

MARKETING:
* Participate in creation of annual Arts & Ideas season brochure in collaboration with Chico Performances and/or alternatively facilitate creation of in-house HFA season brochure such as current version of HFA’s “Impulse”.
Collaborate with University personnel/program directors and campus editing to ensure marketing efforts contribute to style standards and best practices for our internal and external markets; provide guidance and direction on individual unit marketing efforts so that they align with the larger college strategic goals and brand.
* Work closely with Dean and Associate Dean on projects that may be outside public relations realm, but may need graphic design or printing expertise and campus editing
* Maintain a variety of physical and electronic files and records for the purpose of ensuring the availability of materials and information for internal use, distribution and/or future reference, documenting activities, and providing reliable resources of information.

D. GENERAL GUIDELINES AND EXPECTATIONS
1. Represents the University promoting a positive public image.
2. Acknowledges, respects, and values each individual.
3. Applies the highest standard of excellence to the delivery of service to our customers and community.
4. Demonstrates an open, participatory, team-oriented style; working cooperatively toward the achievement of your department's mission and goals; and demonstrating flexibility and adaptability regarding changes.
5. Keeps commitments. Notifies supervisor if a deadline cannot be met by describing what measures can be taken to correct the situations.
6. Maintains knowledge and skills at a level necessary to perform work.
7. Adheres to established work hours including starting time, and lunch and rest breaks. Provides appropriate planning and notice for all absences.
8. Is fiscally responsible with the organization's equipment, property and funds.
9. Adheres to the highest level of professionalism by demonstrating honesty, integrity and reliability. Encourages others to act in this professional manner.
10. Demonstrates the ability to effectively establish and maintain cooperative working relationships with a diverse multicultural environment.

Additional Guidelines and Expectations
Replace this text with any additional guidelines and expectations. This box will expand as needed when you tab to next field.

E. QUALIFICATIONS
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position requires the ability to effectively establish and maintain cooperative working relationships within a diverse multicultural environment.

1. Demonstrated Knowledge, Skills and Abilities

Must have the knowledge, skills and abilities to perform the responsibilities of this position as stated in the sections for Essential Functions and Responsibilities, Work Lead Responsibilities (if applicable) and General Guidelines and Expectations.

KNOWLEDGE:
Incumbent must possess:
Thorough knowledge of:
* Media outlets such as Internet, print, television, and radio, including planning media coverage and media publicity campaigns for College/University activities/events/campaigns, and the ability to use these outlets effectively.
* Web communication techniques, vehicles and formats.
* Principles of layout, design, graphics, video, and media and social media conventions in PR.

Working knowledge of:
* Standard theories, practices, principles, and techniques related to communications in the public affairs, media, marketing, and/or sports information areas, and the ability to apply these theories.
* Copyright and other applicable laws pertaining to publications and the media.
* Marketing and research techniques and methods.
* Protocols and institutional etiquette related to public and media relations.
* Summary statistics as they relate to research or sports information.
* Applicable software packages such as Microsoft Outlook, Word, Excel, One Drive, InDesign, Adobe Creative Suite, BOX.
* Interview techniques.

SKILLS:
Incumbent must possess:
* Above average layout, design, graphics, video (AV), social media skills.
* Exceptional interpersonal skills, including strong public speaking, listening and interpretive skills, to develop and maintain relationships within the University, community and with the media.
* Advanced editorial skills with a solid foundation in grammar, spelling, and the composition of various communication vehicles.
* Strong written and verbal communication skills to quickly produce clear and concise standard documents for internal and external publication.
* Strong story development and journalistic writing skills.

ABILITIES:
Incumbent must have the ability to:
* Build and manage sophisticated media contacts.
* Keep abreast of campus events and subject matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the University and increase position media coverage.
* Keep abreast of public policy and public affairs issues.
* Effectively use web technology to achieve strategic goals.
* Analyze and select pertinent facts and integrate them into communication vehicles.
* Apply market research to identify communication needs and target audiences.
* Apply appropriate statistical techniques and methods to research or sports information.
* Work with the media for coverage of events.
* Appropriately handle sensitive and confidential information.
* Provide lead work direction.
* Define and deliver media messages.
* Perform duties as assigned.

2. Education and/or Experience

The qualifications for this position are normally obtained through a college degree, which includes relevant coursework in the field, and three years of related professional or technical experience such as organizational communications, media, marketing, or public relations.

F. PHYSICAL REQUIREMENTS
The physical requirements described are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Incumbent/applicant will need to be able to perform the essential job functions (duties) of this position with or without reasonable accommodation. This position alternates between remaining in a stationary position operating a personal computer for long periods of time and frequently moving about inside the office. Must be able to travel across campus to other offices and buildings for meetings and events. Also refer to the Physical Requirements & Work Environment form.
regarding this position.

G. WORK ENVIRONMENT

Work is performed in a typical office environment operating standard office equipment. Also refer to the Physical Requirements & Work Environment form regarding this position.

H. PREFERENCES - This section is for recruitment purposes only

Please indicate what special skills, education or knowledge are preferred.

I. ADDITIONAL RECRUITMENT INFORMATION - This section is for recruitment purposes only

APPROVAL

In Order of Approval

Incumbent: ___________________________ Date: __________

Appropriate Administrator: ___________________________ Date: __________

Vice President (or Designee): ___________________________ Date: __________

Classification/Compensation: ___________________________ Date: __________