Overview:
Under the supervision of the Dean of the Kremen School of Education and Human Development, this position is the school resource person, responsible for media relations and the creation and dissemination of communications projects for the school, its departments, programs and institutes in accordance with the School’s vision, mission, and goals. This position creates, manages, and implements media updates, works closely with University Communications, and maintains strong relationships with each of the departments, programs, institutes, centers, and development director. The incumbent is expected to work closely with University Communications to ensure a consistent campus strategy is developed and executed. Work is performed under general supervision and requires regular exercising of judgment and discretion to interpret policies and procedures and objectives. Work is reviewed for soundness of judgment.

Major Duties of the job include:
- Responsible for the coordination of the Kremen School marketing, advertising, and social media including, Instagram, Twitter, etc.
- Performs communication assignments related to media relations, publication development, marketing and research, and serve as a media spokesperson.
- Create print materials, website, press releases, social media communications, marketing and promotional materials, etc. for the Kremen School, its programs, and institutes.
- Research and write stories and articles for print and digital media by conducting interviews with faculty, staff, students, alumni, and volunteers.
- Responsible for the coordination and maintenance of the School’s website and social media accounts ensuring information is current and useful.
- Responsible for the School master calendar, ensuring the aggregation of school events and activities.
- Communicate with interpersonal contacts in person, by email, phone, social media, and other outlets as appropriate.
- Research recruitment trends to develop, implement, and sustain an effective outreach to prospective students and affiliates.
- Facilitate marketing meetings with school personnel and work with departments on event media (conferences, social events, programs, etc.).
- Coordinate and attend the Kremen School annual commencement ceremony.
- Attend and assist with the coordination of other school events (some nights and weekends) to photograph, provide live media updates, and real time press releases.
- Perform other duties in support of the Kremen School of Education and Human Development.

Secondary duties of the job include:
- Work with the Director of Development on outreach efforts to alumni and friends of the Kremen School.
- Work in coordination with University Communications on press releases and other communication projects.
- Communicate and coordinate purchases with vendors for Kremen School promotional materials.
- Report and utilize web and social media analytics results.

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• Maintain image library for school-wide use.
• Assist with the planning, coordination, and promotion of school events.
• Attend and represent the school at University communication meetings.
• Attend and represent marketing/communications at Development, Teachers Honor Wall, and Faculty Assembly committee meetings, and other committees, as needed.
• Retrieve data to run program reports and prepare documents as requested.
• Prepare and process expense forms, printing services requests, as well as other financial forms as needed.
• Attend training sessions to improve skills as needed.

**Supervisor and supervisory responsibilities:**

Who supervises this position: Randy Yerrick
Who is responsible for completing the Performance Appraisal: Randy Yerrick
What other classifications does this supervise:

**Minimum Requirements: Knowledge, Skills, and Abilities:**
All minimum requirements will be verified against the classifications standards.

- Working knowledge of protocols and institutional etiquette related to public and media relations.
- Foundation knowledge of general practices, methods, and procedures related to public affairs, media relations, marketing, and/or sports information.
- Knowledge of copyright and other applicable laws pertaining to publications, news media, and confidentiality.
- Knowledge of marketing and research techniques and methods
- Knowledge of and ability to effectively use media outlets including planning media coverage and media publicity campaigns for the university and events
- Knowledge of web communication techniques, vehicles, and formats
- Knowledge of interview techniques
- Working knowledge in the use of office software packages; Microsoft Office and Google collaboration suite; computer (PC or Macintosh)
- Thorough knowledge of English grammar, punctuation, and spelling, and ability to communicate clearly both orally and in writing
- Strong writing and editing skills to quickly produce clear and concise documents for publication
- Strong interpersonal skills, including strong public speaking, listening, and interpretive skills
- Demonstrated ability to communicate effectively across cultural boundaries and work harmoniously with diverse groups of students, faculty, and staff
- Good project management and time management skills.

**Ability to:**

- Build and manage media contacts
- Define and deliver media messages
- Apply market research to identify communication needs and target audiences
- Analyze and select pertinent facts and integrate them into communication vehicles
- Facilitate media interviews as needed.
- Coordinate video production and web design.
- Effectively use web technology and social media to achieve communication goals
- Create and update webpage content using content management systems
- Manage multiple, concurrent assignments, working successfully to complete projects on time.
- Take initiative to develop projects, find resources, and obtain information.
- Appropriately handle sensitive and confidential information.
- Work effectively in a highly consultative and collaborative environment
- Establish and maintain effective working relationships within and outside the work group and serve as a liaison for the unit to other academic departments

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• Travel to and attend various functions, meetings, and conferences as required (some nights and weekends)

**Education and Experience:**
• A bachelor’s degree, which includes relevant coursework in the field
• Two years progressively responsible professional experience in marketing and communications
• A history of regular attendance and positive performance evaluations

**Specialized Skills:**
• Possess a valid driver's license and ability to meet the requirements of Fresno State's "Safe Driving" policy
• Experience with administrative marketing, desktop publishing packages, and graphic design
• Experience with web content maintenance systems (e.g. OmniUpdate)
• Experience with social media management
• Knowledge of basic office systems and ability to learn to use a broad range of technology systems and packages including Canva and Adobe Creative Cloud applications; Acrobat, Photoshop, Illustrator, and InDesign

**Preferred Skills:**
• A bachelor’s degree in Journalism, Public Relations, Marketing, Communications, or related field
• Experience working in college or university setting
• Experience developing, creating and editing electronic/multimedia and web content
• Experience in the use of social media in business/institutional setting
• Experience creating promotional materials (e.g., brochures, flyers)
• Familiarity with digital photography, videography.

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Position Description Form
Working Environment

Employee Name: 
Department: Dean’s Office
Date Prepared: 3/15/2022

Check the appropriate box for each of the following items, which most accurately describes the extent of the specific activity, performed by this employee on a daily basis. If the activity is performed less than one (1) hour each day, check the N/A box.

**PHYSICAL EFFORT**

<table>
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<th>Number of hours/day</th>
<th>N/A</th>
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<th>3-4</th>
<th>5-6</th>
<th>7+</th>
<th>Number of hours/day</th>
<th>N/A</th>
<th>1-2</th>
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<th>7+</th>
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**MENTAL EFFORT**

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