

POSITION DESCRIPTION INFORMATION

To edit an approved Position Description scroll to the bottom of the form and press Update PD
Click OK in the pop-up window that appears to reset the approval process

POSITION INFORMATION

Type of Action Requested:* Replacement

Internal Team:* FL-Strategic Communications - 10230

Job Code/Employee Classification:* Pub Affairs/Comm Spec 12 Mo
Job Code: **0800**

Classification Title: Pub Affairs/Comm Specialist III

MPP Job Code:

Position Number: Pub Affairs/Comm Spec 12 Mo
Position no: FL-10007003

CSU Working Title:* Writer and Communications Specialist

Salary Range/Grade: 0800-SPECIALIST III-Grade-3
Minimum: \$ 4,842.00
Maximum: \$ 8,759.00
Pay Frequency:

Reports to Supervisor: Lynn Juliano

Reports To:* Editorial Director
Position no: FL-10005499

Campus:* Fullerton

Division:* VP, University Advancement

College/Program:* Strategic Communications

Department:* Strategic Communications - 10230

FLSA Status: Exempt

Hiring Type: Probationary

Workplace Type (Exclude Inst Fac): On-site (work in-person at business location)

Pay Plan: 12 Months

Pay Plan Months Off:

POSITION DESIGNATION

Mandated Reporter:* Not mandated

Conflict of Interest:* None

NCAA: Yes No

Is this a Sensitive Position?: Yes No

Care of People (including minors) Animals and Property: No

Authority to commit financial resources: No

Access/control over cash cards and expenditure: No

Access/possession of master/sub-master keys: No

Access to controlled or hazardous substances: No

Access/responsibility to personal info: Yes

Control over Campus business processes: No

Responsibilities requiring license or other: No

Responsibility for use of commercial equipment: No

Is this a Campus Security Authority (CSA): Yes No

Serves a security function:

Designated recipient for crime/misconduct reports:

Significant responsibility for Student Activities:

Significant responsibility for Campus Activities:

Job Summary/Basic Function:*

Reporting to the Editorial Director in the university's Strategic Communications and Brand Management department, the Writer and Communications Specialist researches, writes, edits, and proofs content for the unit's brand journalism and paid media programs, fundraising and stakeholder-engagement projects, and client-initiated projects. Provides support for media relations including identifying potential sources for story ideas/media requests. Consult with media relations staff on story development and potential sources of information. Harvests and repurposes previously developed content for other institutional communication vehicles. Complies with enforcement of established editorial style standards. Develops relationships and strategies to proactively learn the stories of assigned areas of the institution that are illustrative of and in support of the University's brand platform. Serves on various departmental and university committees as appropriate or directed. Other duties as assigned.

Minimum Qualifications:*

Bachelor's degree of the equivalent from an accredited four-year college or university in a related field. Two-years of related professional or technical experience. Knowledge of the fundamentals of public affairs and/or media relations, as well as some exposure to marketing and marketing research. Possession of strong written and verbal communication skills with a solid foundation in grammar, spelling, and the composition of various communication vehicles. Ability to develop themes and concepts and oversee the creation of content and communication materials. Comprehensive knowledge of marketing and research techniques and methods. Ability to use market research to enhance the impact of communication strategies and campaigns. Working knowledge of appropriate use of statistical techniques. Possession of expert-level networking and interpersonal skills including strong consultative and persuasive skills to work with internal and external constituents and the media. Possession of expert writing and editorial skills, as well as demonstrated organizational skills. Strong storytelling skills with the ability to write clear, concise, and engaging content. Experience in marketing copywriting and technical writing for the web. Knowledge of media relations. Exposure to marketing and marketing research. Strong written and verbal communication skills, with a solid foundation in grammar, spelling and composition. Knowledge of SEO and content optimization practices. Understanding of university branding and messaging. Excellent grammar, proofreading, and editing skills. Ability to work independently and manage multiple projects with tight deadlines. Familiarity with digital marketing practices and tools. Creative thinker with strong attention to detail. Strong networking and interpersonal skills, with a focus on consultative and persuasive communication for both internal and external audiences.

A background check (including a criminal records check) must be completed satisfactorily and is required for employment. CSU will make a conditional offer of employment, which may be rescinded if the background check reveals disqualifying information, and/or it is discovered that the candidate knowingly withheld or falsified information. Failure to satisfactorily complete the background check may affect the continued employment of a current CSU employee who was conditionally offered the position.

Required Qualifications:

Preferred Qualifications:

- Mastery of news, feature, promotional/persuasive, fund-development, and issues-based writing.
- Ability to establish appropriate context, tone, and texture in writing assignments to best connect intended audiences and fulfill communication objectives.
- Ability to uphold and communicate established university editorial standards.
- Ability to manage several concurrent work projects, determine priorities, and meet deadlines.
- Proficiency in using personal computers, printers, and office equipment.
- Proficiency in using a variety of administrative, project-management, online/collaborative, other relevant software applications.
- Experience in higher education or nonprofit communications.
- Experience working with CMS platforms.

Special Conditions:

Must be able to work occasional evening and weekend hours.
Must be able to work annual commencement ceremonies.

License / Certification:

valid CA driver's license

Supervises Employees:*

Yes No

If position supervises other employees; list position titles:

Job Duties

JOB DUTIES

| % of time | Duties / Responsibilities | Essential / Marginal |
|------------------|---|-----------------------------|
| 40% | <p>Editorial development:</p> <ul style="list-style-type: none">• Develop stories that support the university's brand, strategic plan and fundraising initiatives.• Develop CSUF News stories for internal and external stakeholders.• Contribute feature stories for high profile-signature publications such as Titan magazine, Titan Report and Annual Report.• Support team members with writing and editing copy, fielding information requests, and gathering data and analytics.• Collaborate with art director, photographer and graphic designers in planning appropriate design and images.• Assist with editing campus-generated news and partner projects, including invitations, brochures, signage, websites, programs, presentations, emails, forms and other materials.• Write and develop campus news stories that highlight university events, achievements and updates.• Produce content that supports brand journalism, client-initiated projects and overall strategic communication goals.• Provide support for media relations, including identifying potential sources for story ideas and media requests.• Repurpose existing content for use across various communication channels to enhance institutional visibility.• Collaborate with university departments to gather information, conduct interviews and verify content accuracy.• Ensure all content aligns with the university's voice, mission and values.• Track content performance metrics and optimize writing strategies accordingly.• Comply with established editorial style standards, ensuring consistency across all communications.• Build relationships within the institution to proactively learn and highlight stories that align with and support the university's brand platform. | Essential |
| 40% | <p>Integrated marketing/communications development:</p> <ul style="list-style-type: none">• Plan, research and create editorial content for multiple-platform communications projects, including the web and email.• Create advertising, promotional and persuasive copywriting to support student enrollment.• Craft compelling, web-rich copy with SEO to make the university more visible on search engines.• Use technical writing to provide clear, concise information and help users effectively navigate content related to procedures, policies, guidelines and more.• Write and edit marketing copy for print, digital and web platforms, ensuring alignment with brand voice and messaging.• Develop effective web copy to enhance the university's online presence and engagement.• Develop content for email newsletters and announcements, ensuring messages are clear and appropriately targeted.• Craft advertising copy that supports brand visibility and marketing objectives across different channels.• Work with the marketing and design teams to ensure cohesive messaging and visual presentation across all media. | Essential |
| 15% | <p>Administrative activities:</p> <ul style="list-style-type: none">• Assist in updating editorial style guides, tracking reports and other internal documents.• Participate in staff meetings, meetings with supervisors or colleagues, project-related status meetings and communications working groups.• Serve on various departmental and university committees as appropriate or as directed. | Essential |
| 5% | Other duties as assigned. | Essential |

SELECTION CRITERIA

There are no items to show

Physical Mental and Environmental Demands

**** Physical Mental and Environmental Requirements Must be Completed for all Positions ****

Please indicate the frequency (Constantly; Frequently; Occasionally; or Never) and whether or not the requirement is essential.

Physical and Mental Requirements

| | |
|--|--------------|
| Bending: | Occasionally |
| Climbing: | Never |
| Concentrating: | Constantly |
| Crawling: | Never |
| Decision Making: | Occasionally |
| Keyboarding and Mousing: | Constantly |
| Lifting or Carrying up to 10 lbs.: | Occasionally |
| Lifting or Carrying up to 25 lbs.: | Occasionally |
| Lifting or Carrying up to 50 lbs.: | Occasionally |
| Lifting or Carrying over 50 lbs.: | Never |
| Performing Calculations: | Occasionally |
| Pushing or Pulling: | Occasionally |
| Reaching Overhead: | Occasionally |
| Repetitive Motion of Upper Extremities: | Occasionally |
| Sitting: | Constantly |
| Standing: | Occasionally |
| Stooping Kneeling or Squatting: | Occasionally |
| Walking: | Occasionally |

To add additional Physical and Mental Requirements - Please provide the 1) Physical and/or Mental Requirement description; 2) Frequency (Constantly; Frequently; Occasionally; or Never) and 3) Whether it is Essential to the position:

Other Physical & Mental Requirement No. 1

Description:

Other Physical and Mental Req No.1 Frequency:

Other Physical & Mental Requirement No. 2

Description:

Other Physical and Mental Req No.2 Frequency:

Other Physical & Mental Requirement No. 3

Description:

Other Physical and Mental Req No.3 Frequency:

Other Physical & Mental Requirements:

Environmental Requirements

| | |
|---|--------------|
| Drive motorized equipment: | Occasionally |
| Excessive Noise: | Never |
| Hazards: | Never |
| Outdoor: | Occasionally |
| Elevated Work: | Never |
| Extreme Temperature (hot or cold): | Never |
| Indoor (Typical office environment): | Constantly |

To add additional Environmental Requirements - Please provide the 1) Environmental Requirement description; 2) Frequency (Constantly; Frequently; Occasionally; or Never) and 3) Whether it is Essential to the position:

**Other Environmental Requirement No. 1
Description:**

Other Environmental Req No.1 Frequency:

**Other Environmental Requirement No. 2
Description:**

Other Environmental Req No.2 Frequency:

**Other Environmental Requirement No. 3
Description:**

Other Environmental Req No.3 Frequency:

Other Environmental Requirements:

POSTING DETAILS

Advertising Summary:

Advertisement text:

HRDI only.

USERS AND APPROVALS

Justification for Position:

Replacement for Taylor Arrey.

242-767

Hiring Administrator:*

Juanita Arreola

Email address: jvarreola@fullerton.edu

Approval process:*

FL - PD Approval (Staff/MPP) - No Dept. Head

| | |
|------------------------------------|---|
| 1. MPP Supervisor/Associate Dean: | Michael Mahi  Approved Oct 23, 2024 |
| 2. HR Classifier: | Chris Schloffer  Approved Oct 24, 2024 |
| 3. Appropriate Administrator/Dean: | Juanita Arreola  Approved Oct 25, 2024 |

HR/Faculty Affairs Representative:*

FL-HRDI Classifier

Email address: hrrecruitment@fullerton.edu