



A. Position Data

Incumbent: Vacant/Recruitment EmplID: _____ Date: _____
Working Title: Media Relations Coordinator Work Direction Given By: Public Relations Manager
(Lead)
Department: University Communications Reports To Title: Exec Dir of University Communication
(Appropriate Administrator)
Division: University Advancement College (if applicable): _____
Reason:
 Vacant Position Classification Review / In Range Progression Revision Performance Evaluation New Hire
Is this a new position? No

Classification Title: Public Affairs/Communications Specialist II Job Code: 0800
Position Number: 00004172 Level/Range/Grade: 2
FLSA Code: Exempt Non-Exempt Time Base: Check box if Intermittent
Pay Plan: 10/12 month 11/12 month 12/12 month CBU/MOU: R09-Technical CSUEU

B. POSITION PURPOSE

Under the general direction of the Executive Director, the Media Relations Coordinator supports the strategic objectives of the University Communications department by supporting campus media relations efforts, both responsive and proactive, frequently serves as a media spokesperson. As a member of the University Communications team, the incumbent drafts press releases and talking points, drafts media publicity plans, tracks and analyzes media analytics, prepares weekly reports on media and publicity, and supports overall content production.

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 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.

This position requires occasional travel, early morning, evening and weekend assignments.

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 position. Other functions may be assigned as deemed necessary.

Does this position include Work Lead Responsibilities? No

List Functional Category with Responsibilities:

MEDIA AND COMMUNITY RELATIONS:

Duties listed below are performed with the expectations of journalistic ethics, confidentiality, diplomacy, tact, and discretion when dealing with sensitive information.

* Compose and edit press materials including releases, advisories, and media pitches that enhance the image of the University on a local, regional, state, and national level, with particular emphasis on

% of Time	Priority Weight
60%	

List Functional Category with Responsibilities:

- opportunities to advance broader reputational goals
- * Cultivate and maintain relationships with reporters, journalists and key influencers, including creating targeted media lists, sharing Chico State materials on an ongoing basis, and arranging meetings and press briefings between experts and influential journalists.
- * Serve as a point-of-contact for media, locally, regionally and nationally, and engage with them over the phone, via email or text.
- Design and implement communications plans and media outreach for programs, events, research, accomplishments etc. as they relate to the University.
- * Secure opportunities for op-eds written by Chico State experts, provide guidance and writing support and help secure placement.
- Utilize communications tools (digital outreach, events, publications, video, social media) to maximize media coverage, and contribute creative ideas to better leverage these channels.
- * Oversee media attendees at Chico State events, etc.
- * Assist with creating tactical messaging in communication in support of the campus strategic plan, including its strategic priorities of Equity, Diversity, and Inclusion; Civic and Global Engagement; and a Culture of Excellence and Accountability.
- * Represent University Communications, as well as University Advancement, on campus committees when designated.

WRITING AND EDITING:

Duties listed below are performed with the expectations of journalistic ethics, confidentiality, diplomacy, tact, and discretion when dealing with sensitive information.

- * Participate and assist with writing and editing for digital and print campus publications.
- * Identify and produce stories about college news, milestones, student, faculty and alumni profiles, higher education trends, community collaborations, workforce development, and other relevant topic
- * Develop collaborative relationships and work closely with colleges, athletics, advancement directors, and department colleagues to identify, coordinate and produce story ideas that reinforce Chico State's brand and position.
- * Utilize working knowledge of applicable copyright and similar laws pertaining to published content and news media to uphold high standards of journalistic integrity and fairness.
- * Coordinate and/or provide photography for stories.

30%	
-----	--

MEDIA MONITORING, DATA AND ANALYTICS

- * Track and analyze the quality and quantity of Chico State's media coverage and provide regular reports to leadership.
- * Analyze data and use applicable trends to advise on media relations and communications strategies

10%	
-----	--

Total should equal 100% Time and 100 Weight Total 100% 0

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 multi-cultural environment.

Additional Guidelines and Expectations

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 print, television, and radio, including planning media coverage and media publicity campaigns for the University and events, and the ability to use these outlets effectively.
- * Web communication techniques, vehicles and formats.

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, InSign and Adobe Photoshop.
- * Interview techniques.

SKILLS:

Incumbent must possess:

- * 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.

This position typically alternates between remaining in a stationary position operating a personal computer for long periods of time, and frequently moving about inside the office which may include standing and bending. Must be able to travel across campus to other offices and buildings, and off campus for meetings, interviews and events. Also refer to the Physical Requirements & Work Environment form regarding this position.

G. WORK ENVIRONMENT

The office is a typical, fast-paced office environment with standard office equipment. Occasionally, assignments will require early morning, evening or weekend hours to meet certain deadlines, and may require travel or working outside. Outdoor locations may include even and uneven walking surfaces, exposure to weather changes such as temperatures, humidity or precipitation. 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: _____