**P7: Level Standards**

**GENERAL ROLE**

This level is accountable for serving in an expert resource capacity in an area of specialization. Positions at this level are not reflective of the majority of the workforce, but instead the most complex functions within an area of specialization.

Incumbents:

* Serve in a subject leader and consultative capacity within an area of expertise.
* Provide analytical, technical, and advisory support to leaders and decisions makers within the same disciplinary track.
* Lead projects or initiatives within the specific area of expertise, to include leading vendors or cross-functional departments or teams.
* Research and apply better ways to effectively achieve end results by, for example, arranging/rearranging the way work is performed, changing elements of processes, and adding or deleting new or unnecessary capabilities/functionalities as needed.
* Set project objectives, immediate- and/or long-term, as a means to fulfill project initiatives.

**INDEPENDENCE AND DECISION-MAKING**

*🡪 Supervision Receive*d

* Works under general direction.
* Seeks assistance only when unique situations arise, coupled with financial impact to the division and political consequence.

*🡪 Context of Decisions*

* Work is focused on and regulated by specific department/division goals and milestones.

*🡪 Job Controls*

* Act based on own judgement as long as actions adhere to division policies and operating procedures, and remain focused on the department and division objectives and missions.
* Subject to managerial controls through conferences, review of reports, and occasional on-site visits or check-ins.
* Managerial controls are exercised on the incumbent for matters of intermediate- and long-range planning, budgetary, and human resources based matters.

**COMPLEXITY AND PROBLEM SOLVING**

*🡪 Range of issues*

* Problems are unique and unexpected.
* Challenges for problems arise due to lack of precedent.

*🡪 Course of Resolution*

* Problems require response/adaptation to changing conditions or circumstances, necessitating enterprise and new approaches with broad impacting effects.
* Problem resolution should regularly require collaboration and coordination with units internal to the division, with occasional collaboration and coordination outside the division.

*🡪 Measure of Creativity*

* Incumbents are regularly required to develop new methods/methodology for evaluation and implementation plans for new initiatives.

**COMMUNICATION EXPECTATIONS**

*🡪 Manner of Delivery and Content*

* Deliver statements and information in a combined persuasive and motivational fashion to subordinate staff, departmental and University administrators, and the campus community as a whole.

**SCOPE AND MEASURABLE EFFECT**

* Serve as an expert on specific subject matter evidenced by regularly researching and producing reports (e.g., white papers) on technical matters of systematic importance and consulting with managers throughout the division/University on specific issues in the position’s area of expertise.
* Actions regularly affect a departmental outcome with division-wide impact.
* Actions have a direct impact on controlling such things as project scope, team size and nature of assignments, operating budget, etc.
* Actions may have high-risk financial, compliance, political, or safety implications.
* Performance results tend to be related to efficiency, degree of waste/cost overruns, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

**Job Template**

**GENERAL SUMMARY**

Serves as the primary contact for external news media seeking information about UConn and a key figure in disseminating institutional news to media.

**REPORTING RELATIONSHIPS AND TEAMWORK**

Work under the general direction of the Vice President for Communications or their designee.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

* Serves as the official University spokesperson and the first level of interface for all significant interchange with the media. Develops effective working relationships with prominent media contacts.
* Interfaces with media on institutional news, both in pitching stories and in responding to inquiries; provide information and/or connect reporters with subject matter experts within UConn.
* Develop strong working relationships with University division leaders at various levels to assess potential news for dissemination; build trust as part of working to respond to media inquiries; and for situational awareness as issues may develop that might become public-facing.
* Serves on UConn's behalf as a member of various committees and teams regarding issues such as emergency planning, operational weather-related decisions, student welfare in cases that draw public interest, and others, as issues arise.
* Monitor social media accounts for mention of UConn issues that may rise to public view and draw reporters' inquiries. Formulates response strategies as appropriate.
* Manage news media at University functions and events.
* Collaborate with the Office of the General Counsel; Office of Audit, Compliance and Ethics; Office of Diversity and Inclusion; and others on topics of a sensitive nature and/or Freedom of Information Act requests to ensure appropriate compliance with state law and regulations regarding FERPA.
* Develops and monitors artwork produced for promoting the overall image and photo presentation of the University to the general public.
* Plans and implements marketing and promotional outreach strategies designed to promote departmental/University services and programs as well as develop new audiences or clientele and/or maintain current audiences or clientele.
* Performs related work as required.

**MINIMUM QUALIFICATIONS**

* Bachelor’s degree in related field.
* Eight or more years of related experience. One year of experience must be serving as a lead over major projects within the public relations field.

**COMPETENCIES**

**Knowledge of:**

* University and the community to be served
* News writing, editing, reporting, and media production
* External news operations and the need of reporters
* Microsoft Office and related software applications

**Skill in:**

* Possessing a disciplined approach to communicating with the media
* Planning and organization
* Developing and maintaining effective and appropriate working relationships
* Critical thinking, problem solving and analysis

**Ability to:**

* Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
* Meet established deadlines and engage in multiple project simultaneously
* Maintain the confidentiality of information and professional boundaries
* Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management