**P3: Level Standards**

**GENERAL ROLE**

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence. Positions at this level may supervise student or support employees.

Incumbents:

* Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
* Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
* Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

**INDEPENDENCE AND DECISION-MAKING**

*🡪 Supervision Receive*d

* Works under limited supervision.

*🡪 Context of Decisions*

* Utilizes general departmental guidelines to develop resolutions outside the standard practice.

*🡪 Job Controls*

* Possesses considerable freedom from technical and administrative oversight while the work is in progress.
* Defines standard work tasks within departmental policies, practices, and procedures to achieve outcomes.
* Serves as the advanced resource to whom more junior employees go to for technical guidance.

**COMPLEXITY AND PROBLEM SOLVING**

*🡪 Range of issues*

* Handles a variety of work situations that are cyclical in character, with occasionally complex situations.
* Issues are regularly varied.
* Problems tend to be technical or programmatic in nature.

*🡪 Course of Resolution*

* Assesses a variety of situations, and develops resolutions through choosing among options based on past practice or experience.

*🡪 Measure of Creativity*

* Issues are solvable through deep technical know-how and imaginative workarounds.
* Most of the obstacles, issues, or concerns encountered require considering alternative practice or policy interpretation.

**COMMUNICATION EXPECTATIONS**

*🡪 Manner of Delivery and Content*

* Regularly provides information on finished materials to others.

**SCOPE AND MEASURABLE EFFECT**

* Actions regularly affect an individual, item, event, or incident, etc.
* Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
* Incumbents have an indirect impact on a larger action or process, such as serving as a single component in an approval process, where the process is “owned” by a different work unit.
* May be designated to guide or organize the work of several employees within the unit.

**Job Template**

**GENERAL SUMMARY**

Develops, writes, and edits information, news articles, and feature stories and other publications designed to promote and/or inform target audiences about University program(s) or service(s).

**REPORTING RELATIONSHIPS AND TEAMWORK**

Works under limited supervision of a supervisor or manager.

**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.*

* Conceptualizes, assembles materials, and organizes content for a variety of articles or stories.
* Writes/edits news articles and marketing collateral. Proofreads written copy, checking for facts, analysis, grammar, and readability.
* Creates strategic messaging and plans for school leadership that engage faculty, staff, students, alumni, and industry.
* Plans, organizes, and produces assigned publications within existing guidelines for specific publications.
* Conducts interviews and attends meetings and other events to develop assigned story or article.
* Assists in promoting effective delivery of message to target audience and maintaining good working relationships with the media.
* Serves as a resource and consultant regarding communication strategies and dissemination mechanisms.
* Lead student employees and staff as assigned.
* Performs related work as required.

**MINIMUM QUALIFICATIONS**

* Bachelor’s degree in related field.
* Two to three years of related experience.

**COMPETENCIES**

**Knowledge of:**

* Principles and practices of communications, journalism, and marketing
* Basic graphic design
* Effective writing styles
* Social media platforms
* Project management
* Microsoft Office and related software applications

**Skill in:**

* Planning and organization
* Proofreading and editing
* Developing and maintaining effective and appropriate working relationships
* Critical thinking, problem solving and analysis

**Ability to:**

* Meet established deadlines and manage multiple projects simultaneously
* Communicate effectively through both oral and written means
* Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
* Translate technical or scientific materials into lay language
* Develop new marketing strategies and promote the school
* 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