**P5: Level Standards**

**GENERAL ROLE**

This level is accountable for serving in an advanced senior resource capacity in an area of specialization.

Incumbents:

* Serve in a subject leader and consultative capacity within an area of specialization.
* Serve in the most advanced capacity and frequently being assigned project leadership roles within a specific administrative/programmatic function or specialty area.

**INDEPENDENCE AND DECISION-MAKING**

*🡪 Supervision Receive*d

* Works under direction.
* Seeks approvals when significant changes to process steps are considered and additional resources for task completion are required.

*🡪 Context of Decisions*

* Decisions are driven by office/departmental policy and procedures.

*🡪 Job Controls*

* Free to plan and carry out all phases of work assignments.
* Has the latitude to make daily operational decisions.

**COMPLEXITY AND PROBLEM SOLVING**

*🡪 Range of issues*

* Issues tend to be operational in nature.

*🡪 Course of Resolution*

* Identifies issues and gathers facts.
* Must understand the smallest details of an assigned area.

*🡪 Measure of Creativity*

* Problems are not amenable to strict technical resolution, requiring innovative thinking for resolution.

**COMMUNICATION EXPECTATIONS**

*🡪 Manner of Delivery and Content*

* Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

**SCOPE AND MEASURABLE EFFECT**

* Actions regularly affect a department or a project outcome with department/office impact.
* Actions generally have a direct impact on controlling such things as staff size and nature of work and scope of services.
* Performance results tend to relate to efficiency, fiscal practices and standing, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

**Job Template**

**GENERAL SUMMARY**

Participates in developing the University’s comprehensive media communication strategies. Produces and oversees the implementation of media communications plans related to significant University events. Serves as a University spokesperson and responds to media inquiries for University information, with particular focus on Connecticut media.

**REPORTING RELATIONSHIPS AND TEAMWORK**

Works under direction of a manager. Serves in an advanced senior resource capacity in an area of specialization.

**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.*

* Develops priorities, goals, policies, and procedures to assure consistency of messages related to the University’s media communications objectives.
* Produces and oversees the implementation of media communications plans related to significant University events.
* Provides the first level of interface with news media; issues press releases, oversees press event planning, and coordinates press events as appropriate.
* Manages relations with media editorial boards, which includes coordinating meetings between media editorial boards and University officials.
* Oversees the production of the University’s internal news and information channels. Provides articles, essays, and other material for publication.
* Participates in the identification of new strategic communications opportunities and develops plans.
* Leads the communications activities of professional and support staff.
* Participates in department’s annual budget development and prioritization.
* Reports on administrative and institutional initiatives, programs, and activities.
* Performs related work as required.

**MINIMUM QUALIFICATIONS**

* Master’s degree in related field.
* Five years of related experience.

**COMPETENCIES**

**Knowledge of:**

* News writing, text editing, reporting, and media production
* Target audience and community to be served
* Microsoft Office and related software applications

**Skill in:**

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

**Ability to:**

* Respond to unplanned media events
* Communicate effectively through both oral and written means
* Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
* Learn new skills and be flexible
* Create and maintain reports and documentation
* 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