**P4: 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 direction.

*🡪 Context of Decisions*

* Decisions should involve selecting an approach from among alternatives, timing when certain tasks should be performed, determining how to best use available resources, and other similar choices.
* Decisions require more coordination and collaboration among different sources, taking into consideration the roles and impact on work outside the immediate organization.

*🡪 Job Controls*

* Has the latitude to make decisions on projects that they are accountable for delivering on.
* Free to plan and carry out all phases of work assignments.

**COMPLEXITY AND PROBLEM SOLVING**

*🡪 Range of issues*

* Assignments are defined as less reoccurring or cyclical tasks, and primarily consist of development or refinement of programmatic or administrative objectives.

*🡪 Course of Resolution*

* Resolution and project completion require substantial planning and scheduling within the department in order to obtain and align resources when and where needed.

*🡪 Measure of Creativity*

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

**COMMUNICATION EXPECTATIONS**

*🡪 Manner of Delivery and Content*

* Regularly provides information on finished materials to others.
* Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

**SCOPE AND MEASURABLE EFFECT**

* Incumbents may supervise a small homogenous department, with proportionate responsibility to perform daily responsibilities similar to the work of subordinate staff.
* Actions typically 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 are typically designated as a lead or frequently assigned project leadership roles within a specific administrative/programmatic function or specialty area.
* Generally, have a more direct impact on a larger action or process, such as serving as an approver in a process, where the process is “owned” by a different work unit.

**Job Template**

**GENERAL SUMMARY**

Serves as a contact for external news media sources seeking information about UConn. Provides institutional news and information to the media as instructed or advised by senior associates. Monitors University’s image in the media.

**REPORTING RELATIONSHIPS AND TEAMWORK**

Work under direction 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.*

* 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.
* Develops and monitors artwork produced for promoting the overall image and photo presentation of the University to the general public.
* Identifies desirable and appropriate outlets for stories and develops strategies to package, market, and place stories.
* Prepares promotional material, including idea generation and design, illustration, and production.
* Consults with and advises University officials regarding University publications, audience goals, deadlines, budgetary limits, and desired image.
* Provides creative and/or technical guidance and consultation on projects to University and external clients.
* May leads others in planning media events, advisories, news releases, and appearances by University administrators.
* Represents the department in interactions with the media and at meetings.
* Performs related work as required.

**MINIMUM QUALIFICATIONS**

* Bachelor’s degree in related field.
* Five years of related experience. One year must be serving as an advanced team member.

**COMPETENCIES**

**Knowledge of:**

* Graphic design principles and applications
* Principles and practices of marketing and promotions
* Writing, editing, reporting, and media production
* External news operations and the need of reporters
* Microsoft Office and related software applications

**Skill in:**

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

**Ability to:**

* Serve as creative consultant on projects
* Communicate effectively through both oral and written means
* 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