



POSITION DESCRIPTION

Department:	OCOB Dean's Office
Classification Title:	Public Affairs/Communications Specialist II
Working Title:	Communications Specialist
FLSA Status:	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt
Incumbent:	

Position Summary

The Communication Specialist position reports directly to the OCOB Assistant Dean of Advancement and External Relations to strategically advance the college's goals, brand and external campaigns. This position has three primary purposes: 1) to develop and implement the college's strategic communications plan that successfully promotes its vision, programs and fundraising priorities and objectives to reach the college's audiences of alumni, industry partners, donors, parents, relevant media, employers, faculty/staff, volunteers and friends especially as it relates to development activities; 2) to oversee the college's communications and information flow, including a) the development and creation of content, b) the production of printed and electronic materials which cultivate interest, involvement and support of the college's current and prospective constituents through the website, social media, collateral, events and direct mail, and c) facilitate updates to constituent records via the Advance database; and 3) to function as a Dean's Office team member and collaborate with colleagues throughout the university to advance the college's brand, values and reputation.

The position works in collaboration with the University Marketing and University Communications teams, as well as communicators embedded in other colleges and university programs across campus, to ensure that university brand standards, messages and themes are upheld. The Communication Specialist participates in the development and execution of strategic plans and policies and is also responsible for external relations, including leveraging communications technologies and relationship with strategic partners or vendors to advance the brand of the college.

Duties and Responsibilities

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

Essential Job Functions	Daily	90%
1. In consultation with the college's Assistant Dean for Advancement and Director of Development, assist in the development of short and long-term fundraising goals, strategic marketing, and communications goals and messages.		
2. Develop and implement the college's strategic plan for messages that promotes its vision, programs, fundraising, alumni and external outreach activities using electronic and social media, print and alternative channels of media to reach current and prospective constituents of the college.		
3. In consultation with the Assistant Dean, collaborate on all matters regarding the internal communications program for the college.		
4. Develop and implement effective communications to expand the college's donor base and steward the generosity of loyal supporters.		
5. Provide input to the college's annual Advancement Plan as part of the university's overall Advancement Action Plan.		

6. Collaborate with internal and external organizations on marketing, communications, and branding ideas, strategies and recommendations.
7. Produce effective Cal Poly Fund solicitation materials and communicate with Cal Poly Fund staff and student employees to meet deadlines and organize necessary college staff/ Dean involvement.
8. Utilize social media platforms, including Facebook, Twitter, LinkedIn, Instagram, Snapchat and YouTube, with email platforms, including iModules and Hobson's software, to inform and engage the college's constituents.
9. Update and create new content for the college's website, including photos and video, to enhance search engine optimization and ensure accuracy and effectiveness of information conveyed online.
10. Supervise student assistants involved in graphic design, photography, website and videography projects using digital platforms.
11. Author and produce print and electronic media, with special attention to the effectiveness of the material's support of the college's vision, fundraising, alumni and external outreach activities. Develop and edit content for print and electronic channels of communications in line with Cal Poly's brand standards, AP Style and ADA accessibility requirements.
12. Serve as editor, author and project manager for two annual publications targeting the college's alumni, donors and corporate partners, managing all interviewing, content development, photography, print production, website and distribution.
13. Execute quarterly reports to measure online and social metrics, work with University Development and Prospect Research to utilize the college's fundraising database to expand donor/prospect pools.
14. Create visual presentations on behalf of the college development team to present to advisory boards, including fundraising videos.
15. Strategize and implement pay-per-click campaigns via social media to share the college's story with a broader audience.
16. Pitch and contribute articles to Cal Poly Magazine, advisory board newsletters, and Alumni Association emails that enhance the standing of the college via a university-wide platform.
17. Lead on-campus communications confabs among other development professionals to enhance collective skills, share institutional knowledge, and leverage shared resources for improved efficiency.

Related Job Functions

As Needed

10%

1. Oversee new events, programs and initiatives throughout the year as required.
2. Perform other job-related duties and special projects as assigned
3. Maintain currency in the knowledge and skills necessary to facilitate industry-leading solutions

Required Education, Experience, and Credentials

Education and Experience:

- Equivalent to graduation from a four-year college or university and three years of progressively responsible experience in marketing and public relations, or a related field. A graduate degree in a related field may be substituted for one year of the required experience. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Licenses, Certificates, Credentials:

- Possession of a valid California driver's license or the ability to obtain by date of hire.

Required Skills, Knowledge, and Abilities

1. Demonstrated ability to plan and execute effective social media campaigns on multiple platforms.
2. Working knowledge of and ability to apply standard theories, practices, principles and techniques related to communications in the public affairs, media and marketing areas; ability to research and identify communication needs and target audiences; thorough knowledge of web communication techniques, vehicles and formats; ability to effectively use web technology to achieve communication goals.
3. Ability to build and manage sophisticated media contacts.
4. Working knowledge of communication and branding strategies to promote and position the college, especially social media strategies.
5. Thorough knowledge of English grammar, spelling, punctuation, and modern English.
6. Excellent communication skills; ability to effectively communicate information in a clear and understandable manner, verbally, in writing, and image media.
7. Strong story development and journalistic writing skills, as well as advanced editorial skills. Knowledge of interview techniques and the ability to define and deliver messages; ability to interview, research and write compelling stories for web and print publication.
8. Working knowledge of applicable laws pertaining to written and electronic materials, confidentiality and news media, including libel/slander, copyright, and privacy laws.
9. Ability to present information that meets the requirements of the media and publications involved and that is designed for audiences of varying interests.
10. Working knowledge of or ability to quickly learn University infrastructure, policies and procedures.
11. Demonstrated customer service experience requiring a very high level of diplomacy and professionalism.
12. Ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.
13. Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the University with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.
14. Ability to provide lead work direction to student assistant.
15. Excellent organizational and time management skills with demonstrated ability to effectively plan, coordinate, prioritize, and execute multiple projects meeting established deadlines.
16. Ability to analyze situations, apply independent judgment, discretion and initiative to address challenges, and develop practical, thorough and creative solutions.
17. Ability to interpret, communicate and apply policies and procedures.
18. Demonstrated ability to maintain a high degree of confidentiality.
19. Excellent computer skills including working knowledge of or ability to quickly learn a new program, use a variety of software programs including word processing, spreadsheets, databases, Internet, calendaring and email, desktop publishing, photo editing, web page development and web browsers. Proficiency in various computer design applications such as Photoshop and InDesign.

Preferred Skills and Experience

1. Master's Degree and experience in higher education preferred.
2. Experience in the use of new media, and new social networking sites.
3. Experience with video filming, editing, captioning, and storyboarding.
4. Experience in web design and maintenance that meets ADA requirements.
5. Donor relations experience.
6. Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.

Special Conditions

- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to sit in front of a computer monitor for extended periods of time.
- Must be able to work additional hours, occasional holidays, and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the Executive Order 1083 requirements set forth in CSU Executive Order 1083 Revised July 21, 2017 as a condition of employment.
- Must be able to drive to pick up and deliver documents and other branding type materials (e.g., printed banners, etc.)
- Must be able to successfully pass a pre-employment background/fingerprint check.
- This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).