

**Human Resources**  
**POSITION DESCRIPTION (HR 120)**

**CLASSIFICATION:** Public Affairs/Communication  
Specialist I

**DEPARTMENT:** IGEE Marketing

**WORKING TITLE:** Web/Social Media Specialist

**FLSA:** Non-Exempt  
**INCUMBENT:**

**PURPOSE:**

Under the general supervision of the Marketing Director, this position works to (1) promote the International Center, Graduate Education and Extended Education's reputation and programs to a state, national, and worldwide audience and (2) develop and enhance relationships across campus and the local community, including students, parents, alumni, friends and donors, via electronic and online communication methods. In collaboration with the Marketing Department Director, staff and student interns, the Web and Social Media Communications Specialist will maximize International, Graduate and Extended Education's online presence, providing information about the programs, degrees, courses and activities through the department websites, social media and electronic communication. The Web and Social Media Communications Specialist will follow established university-wide standards, branding and messaging. In addition, this position will also participate in the development and execution of strategic communication plans and policies.

**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%
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- Websites:** Under general supervision, develop, edit and maintain websites to be efficient communication and outreach tools. Ensure that websites maximize user experience and meet university branding standards, ADA accessibility guidelines, and IGEE communications expectations. Coordinate with on-campus entities such as ITS, Drupal Group, and University Marketing and Communications on university web practices and standards. Provide guidance and training to student interns in the placement of content on the web.
- Social Media:** In collaboration with the Marketing staff, develop and implement strategies and messaging for the IGEE's social media platforms. Execute social media campaigns across platforms. Research and analyze current technology trends/practices and implement as appropriate.
- General communications:** Participate in communication planning. Research and analyze topic areas and collect, develop, and organize information for the production of written and electronic material to be used in promoting programs. Create and develop internal and external content for others. Provide CRM system technical support and maintenance. Assist in staff training on the use of the CRM system as needed.
- Software Maintenance:** Maintain Extended Education's registration portal including graphic design, course and class updates. Create marketing list exports and analytics. Develop and collaborate with staff and student interns on planning process for conversion to shopping cart add-on for Extended Ed website registration. Analyze accessibility requirements and implement procedures to meet these requirements. Collaborate with Marketing Director and International Center project tem on Terra Dotta study abroad program website conversion and implementation.
- Supervision:** Provide work direction to student assistants. Explain and discuss policies and plans; assign duties; give detailed instructions and pertinent information; and assure timelines and accountability. Oversee and review work and direct contacts with student interns and staff.

OTHER JOB FUNCTIONS	As Needed	10%
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- Perform other job-related duties and special projects as assigned.
- Attend training to maintain and enhance technical currency as appropriate to safely and effectively complete assignments.

**MINIMUM QUALIFICATIONS:**

**EDUCATION AND EXPERIENCE:** Bachelor's degree and two years of progressively responsible experience in marketing and public relations, or a related field.

**LICENSES, CERTIFICATES, CREDENTIALS:** Possession of a valid California driver's license or the ability to obtain by date of hire.

**REQUIRED QUALIFICATIONS (SKAs):**

- Knowledge of basic web communication techniques, vehicles and formats.
- Excellent computer skills and proficiency with a variety of computer applications including a working knowledge or ability to quickly learn new software and to use a variety of software programs such as word processing, desktop publishing, photo editing, web page development and web browsers. Strong aptitude for communications technology, with demonstrable skills.
- Working knowledge of HTML, Cascading Style Sheets (CSS), and content management systems, such as Drupal.
- Working knowledge of Adobe creative suite applications, including Dreamweaver, InDesign, Photoshop.
- Ability to implement social media campaigns on multiple platforms, such as Facebook, Twitter, LinkedIn, Pinterest, YouTube and Instagram.
- Basic knowledge of market research and related techniques. Working knowledge of summary statistics as they relate to research.
- Basic knowledge of communication and branding strategies to promote and position IGEE, especially social media strategies.
- Basic knowledge of applicable laws pertaining to written and electronic materials, confidentiality and news media, including libel/slander, copyright, and privacy laws. Ability to present information that meets the requirements of the media and publications involved and that is designed for audiences of varying interests.
- Ability to keep abreast of public policy and public affairs issues.
- Basic knowledge of and ability to apply emerging online communication practices, principles and techniques.
- Working knowledge of protocols and institutional etiquette related to public and media relations.
- Thorough knowledge of English grammar, spelling, punctuation and modern English usage.
- Demonstrated customer service experience requiring a very high level of diplomacy and professionalism.
- Excellent communication skills; ability to effectively communicate information in a clear and understandable manner, both verbally and in writing. Strong interpersonal skills, to develop and maintain relationships; ability to work effectively and creatively with diverse individuals and groups, both on and off campus.
- Demonstrated ability to establish a respectful, collaborative, and productive work environment.
- Ability to train and provide work direction for student assistants.
- Strong commitment to excellence in serving constituents.
- Ability to maintain a high degree of confidentiality. Ability to appropriately handle sensitive and confidential information. High standards of ethical conduct and confidentiality in dealing with internal and external constituencies.
- 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.
- 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.
- Excellent organizational and time management skills with demonstrated ability to set own priorities and effectively plan, coordinate, prioritize, take direction, and execute multiple projects and meet established, as well as fluctuating and time-sensitive deadlines.

**PREFERRED QUALIFICATIONS:**

- Experience in web design and maintenance that meets ADA requirements to ensure accessibility for persons with disabilities.
- Working knowledge of Adobe Creative Suite.
- Knowledge of video production and editing, including working knowledge of Final Cut Pro, and/or Adobe Premiere Pro, as well as postproduction software such as After Effects, Audition and Photoshop.
- 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 adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- Must be able to drive to pick up and deliver documents.

- 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 requirements set forth in CSU Executive Order 1083 as a condition of employment.
- This position classification has been defined as "Non-Exempt" and is subject to the overtime provisions of the Fair Labor Standards Act (FLSA).
- Must be able to successfully pass a pre-employment background/fingerprint check.

**SIGNATURES:**

**INCUMBENT:** I have read this position description and understand its contents.

Incumbent Print name	Signature	Date
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**SUPERVISORY:** We certify that all statements on this form are complete and accurate.

**Immediate Supervisor**

Elaine Sullivan, Director, Marketing, IGEE	Signature	Date
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**Dept Head/Director**

Elaine Sullivan, Director, Marketing, IGEE	Signature	Date
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**Dean/Vice President**

Brian Tietje, Vice Provost, IGEE	Signature	Date
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**\*\*\*HR USE ONLY\*\*\***

Employee ID: \_\_\_\_\_

Request for:

Classification Information:

Position Number: \_\_\_\_\_

Update Review for File

Approved Classification Title: \_\_\_\_\_

Time-base: \_\_\_\_\_

Classification Review

Class Code/Range: \_\_\_\_\_

Temporary  Permanent

New Position Recruitment

CBID: \_\_\_\_\_

Doc Coding: \_\_\_\_\_

Replacement Recruitment

MPP Job Codes: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Recruitment Number: \_\_\_\_\_

COI: Y / N

Classifier Initials: \_\_\_\_\_ Date: \_\_\_\_\_

**Human Resources**  
**POSITION DESCRIPTION (HR 120)**

**CLASSIFICATION:** Public Affairs/Communication  
Specialist II

**DEPARTMENT:** Extended Ed

**WORKING TITLE:** Web/Social Media Specialist

**FLSA:** Exempt

**INCUMBENT:**

**PURPOSE:**

Cal Poly is a nationally ranked, four-year, comprehensive public university located in San Luis Obispo, California. The emphasis of the University is a Learn by Doing educational experience for its more than 18,000+ students. Extended Education is a self-supporting department within the Academic Affairs Division, which, along with Graduate Education and the International Center, is under the direction of Vice Provost of International, Graduate and Extended Education (IGEE). Through Extended Education, students may earn college credit, acquire skills, enhance career opportunities and pursue advanced degrees offered by Cal Poly Colleges on a self-support basis. The department's goal is to enhance Cal Poly's outreach by increasing access to the intellectual resources and services of the University.

Under the general supervision of the Marketing Director, this position supports and maximizes the online media presence for Extended Education, International Center and Graduate Education. Primary job responsibilities include maintaining select Cal Poly websites, select Cal Poly social media sites, Extended Education registration portal and acting as secondary support for Extended Education's Hobson's Customer Relationship Management (CRM) instance. Assignments may include a combination of web development, marketing support, and project management.

**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%
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- Website design and coordination:** Lead website design and maintenance to maximize the website as a communications and outreach tool. Ensure that websites maximize user experience and meet university branding standards, ADA accessibility guidelines, and IGEE communications expectations. Provide guidance and training to student interns in the placement of content on the web. Coordinate with on-campus entities such as ITS, Drupal Group, and University Marketing and Communications on university Web practices and standards. Research and analyze current technology trends/practices and implement as appropriate across the college.
- Online communications:** Develop and implement strategies for the IGEE social media platforms. Research and analyze current technology trends/practices and implement as appropriate. Provide CRM system technical support and maintenance. Support communication plans and network integration. Assist in staff training on the use of the CRM system as needed.
- Registration Portal:** Maintain Lumen's registration portal including graphic design, course and class updates. Create marketing list exports and analytics. Develop and collaborate with staff and student interns on planning process for conversion to shopping cart add-on for Extended Ed website registration. Analyze accessibility requirements and implement procedures to meet these requirements.
- Supervision:** Provide direction to student assistants. Explain and discuss policies and plans; assign duties; give detailed instructions and pertinent information; and assure timelines and accountability. Oversee and review work and direct contacts with student interns and staff.

OTHER JOB FUNCTIONS	As Needed	10%
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- Perform other job-related duties and special projects as assigned.
- Attend training to maintain and enhance technical currency as appropriate to safely and effectively complete assignments.

## **MINIMUM QUALIFICATIONS:**

### **EDUCATION AND EXPERIENCE:**

Bachelor's degree and three years of progressively responsible experience in marketing, public relations, or a related field.

**LICENSES, CERTIFICATES, CREDENTIALS:** Possession of a valid California driver's license or the ability to obtain by date of hire.

## **REQUIRED QUALIFICATIONS (SKAs):**

- Thorough knowledge of web communication techniques, vehicles and formats. Ability to effectively use web technology to achieve communication goals.
- Demonstrated experience with Web design, with strong working knowledge of HTML/CSS, PHP, and related content management systems, such as Drupal.
- Demonstrated ability of taking a design concept and translating it into production-ready mockups and production for multiple platforms including desktop, Web and mobile apps.
- Thorough knowledge of Adobe creative suite applications, including Dreamweaver, InDesign, Photoshop.
- Ability to use creative problem solving skills and apply effective technical solutions.
- Comprehensive knowledge in application support and demonstrated ability to apply it effectively.
- Demonstrated ability to translate technological solutions into terms understandable by a variety of users; demonstrated ability to work with technical and non-technical staff to identify user requirements and translate them into technology-based solutions.
- Working knowledge of data and file structures, database systems and utilities, operating systems, and communication interface programs.
- Working knowledge of tools for performance monitoring, issues tracking, and other office automation or collaboration tools
- Working knowledge of accessibility design and mobile/responsive design.
- Knowledge of copyright laws, accessibility standards and principles of Universal Design.
- Excellent communication skills; ability to effectively communicate information in a clear and understandable manner, both verbally and in writing.
- Thorough knowledge of English grammar, spelling and punctuation.
- Ability to interpret, communicate and apply policies and procedures.
- Demonstrated ability to maintain a high degree of confidentiality.
- Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
- 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.
- 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.

## **PREFERRED QUALIFICATIONS:**

- Demonstrated ability in developing strategies for and management of social media platforms, such as Facebook, Twitter, Pinterest, YouTube and Instagram.
- Knowledge of digital photography and photo editing software.
- Knowledge of video production and editing, including proficiency in Final Cut Pro, Avid and/or Adobe Premiere Pro, as well as postproduction software such as After Effects, Audition and Photoshop.
- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.
- Working knowledge of customer relationship management software.
- Working knowledge of Apple and Windows Operating Systems
- Working knowledge of Drupal
- Working knowledge of PeopleSoft applications, including security administration and queries

## **SPECIAL CONDITIONS:**

- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to work overtime, 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 requirements set forth in CSU Executive Order 1083 as a condition of employment.
- 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).

**SIGNATURES:**

**INCUMBENT:** I have read this position description and understand its contents.

Incumbent Print name	Signature	Date
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**SUPERVISORY:** We certify that all statements on this form are complete and accurate.

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**Dean/Vice President**

Brian Tietje, Vice Provost, IGEE	Signature	Date
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\*\*\*HR USE ONLY\*\*\*

**Employee ID:** \_\_\_\_\_

**Request for:**

**Classification Information:**

**Position Number:** \_\_\_\_\_

Update Review for File

Approved Classification Title: \_\_\_\_\_

**Time-base:** \_\_\_\_\_

Classification Review

Class Code/Range: \_\_\_\_\_

**Temporary**    **Permanent**

New Position Recruitment

CBID: \_\_\_\_\_

**Doc Coding:** \_\_\_\_\_

Replacement Recruitment

MPP Job Codes: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Recruitment Number:** \_\_\_\_\_

COI: **Y** / **N**

Classifier Initials: \_\_\_\_\_ Date: \_\_\_\_\_