

**COMMUNICATIONS COORDINATOR I****NATURE OF WORK**

This is entry level professional work in providing communications and journalistic support within the Division of University Relations using electronic and print media.

Employees of this class are responsible for researching, developing, and writing communication materials regarding the University. Work also includes providing communications advice to members of the University community and editing a variety of University publications. Work is performed under general supervision, but initiative and independence of action is expected in the performance of duties. Work is reviewed by discussion and inspection of completed materials.

**ILLUSTRATIVE EXAMPLES OF WORK**

Researches, prepares and distributes university news releases, promotional material, magazine and newspaper articles; writes media copy for use in programs focussing on the University, when requested.

Initiates and monitors public information programs; may develop ideas for local media to bring public attention to the University.

Reviews printed materials; recommends changes or revisions; advises on the usefulness of such materials.

Assists in the development and coordination of information programs developed for internal audiences.

Establishes and maintains liaison with various university departments to keep abreast of University activities.

Assists in the coordination of news conferences, media receptions and other public relations events; greets and escorts journalists, photographers and other visitors to the University as required.

Performs related work as required.

**REQUIREMENTS OF WORK**

Experience in journalism or related work; graduation from a four year college or university with major course work in communications or journalism; or any equivalent combination of experience and training which provides the following knowledge, abilities and skills:

Knowledge of the philosophy, principles, methods, and techniques of journalism writing and communications.

Knowledge of the methods and techniques used to disseminate information to the media and the general public.

Some knowledge of the practices of media relations.

Ability to develop ideas into newsworthy form.

Ability to plan, write and edit news items and to adapt them to various public information media.

Ability to rapidly acquire knowledge of the organization structure, functions, programs, policies and regulations of the University.

Ability to establish and maintain effective working relationships with university officials and employees, media and members of the general public.

Skill in the application of the principles and practices of journalism.

**2541**

**2003.09.30**

**Confirmed: 2004.01.05**