

COMMUNICATIONS COORDINATOR II

NATURE OF WORK

This is professional work in providing communications and journalistic support to a segment of the University using electronic and print media.

Employees of this class are responsible for planning, developing, implementing and evaluating the full scope of communication activities, including public relations, for a segment of the University. Work also includes providing communication advice and guidance to senior management on programs and initiatives relevant to the subject area, as well as recommending appropriate communication strategies. Work is performed under direction, where considerable initiative and independence of action is expected in the performance of duties. Work is reviewed through discussion and on the basis of results achieved.

ILLUSTRATIVE EXAMPLES OF WORK

Plans, develops, implements and evaluates communication and public relations programs for the area of assignment using print and electronic media; conducts needs assessments, as required; drafts time lines; develops outlines and prepares written material involving primary and secondary research from internal and external sources; obtains photographic and/or illustrative materials; writes articles; and prepares materials for discussion with the requester.

Provides communication and public relations consulting advice on issues relevant to the area of assignment; discusses communication strategies with management staff; develops communication plans; designs promotional concepts; writes and/or edits materials considering such factors as the audience, language text, format and layout, graphics, and colour to produce the desired visual effect; and coordinates production with printing sources.

Researches, prepares and coordinates university news releases, promotional material, reports, magazine and newspaper articles.

Researches and prepares presentations including speaker notes, slides and overheads for departmental officials and faculty.

Coordinates news conferences, media receptions and other public relations events; arranges schedule of events; attends meetings with organizers; greets and escorts officials, journalists and other visitors to the University as required.

Develops and coordinates internal information programs on a variety of topics.

Maintains liaison with representatives of the media; responds to media inquiries on assigned subject area.

Responds to inquiries for information from University faculty, staff and students; as well as the general public.

Establishes and maintains liaison with various university officials to keep abreast of new initiatives and University activities.

Performs related work as required.

REQUIREMENTS OF WORK

Considerable experience in journalism and public relations 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:

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

Considerable knowledge of the principles and practices of public relations work.

Considerable knowledge of the methods and techniques used to disseminate information, for informational and promotional purposes, to the media and the general public.

Knowledge in using a variety of electronic media.

Knowledge of the assigned subject area.

Knowledge of the practices of media relations.

Ability to set priorities and allocate resources.

Ability to develop concepts 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 communications and journalism.

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