

I. DESCRIPTION OF WORK

Positions in this banded class perform a range of a public communications and/or marketing related work in an agency or public university setting. This work involves both internal and external communication efforts including market, material and project research; planning, developing and managing special events and fundraisers; and planning, designing and managing programs and projects. Work includes developing and delivering promotional and informational materials through a variety of communication media. Positions are responsible for the interpretation and dissemination of technical or program specific information through a variety of communications mediums in order to stimulate interest in programs, events and activities in an agency or public university. This work may include: writing and editing news and informational materials as well as graphic design and production of materials; preparing and disseminating news releases and feature stories through various media outlets; public relations activities that involve directing a broad communications program; developing and managing print, electronic, broadcast, and/or Web-based content; and leading/directing staff. Work may include developing and recommending communication strategies. Work involves initiating, developing, and maintaining working relationships with key internal and external individuals and organizations.

II. ROLE DESCRIPTIONS BY COMPETENCY LEVEL

Contributing	Journey	Advanced
Positions at this level perform basic public communications and/or marketing related work.	Positions at this level perform a full range of public communications and/or marketing related work and may provide specialized services in one or more areas of expertise.	Positions at this level perform a wide range of highly specialized and/or complex public communications and/or marketing related work. They may plan, coordinate, direct and supervise the work of others.

III. COMPETENCIES

Competency	Definition
Knowledge - Technical	Possession of a designated level of technical skill or knowledge in specific area(s) and the ability to stay up-to-date with developments and trends in area(s) of expertise. Ability to demonstrate a methodical and logical approach to addressing customer needs. Ability to use innovative solutions and/or designs where appropriate. May be acquired through academic, apprenticeship or on-the-job training or a combination of these.
Knowledge- Professional	Possession of a designated level of professional skill and knowledge in a specific area and the ability to keep current with developments and trends in the area of expertise, usually acquired through professional development opportunities and/or post secondary education programs.
Communication	Oral: Ability to convey information orally to individuals or groups to ensure they understand the message. Ability to listen and respond appropriately to information from others. Written: Ability to develop and deliver written information to individuals or groups to ensure that they understand the message.
Consulting/Advising	Ability to provide advice and counsel. Ability to understand client programs, organization and culture.
Project Management	Ability to provide oversight for project(s) and all related activities. Ability to establish a set of tasks and activities associated with an intended outcome and timeline. Ability to ensure actions are performed and/or implemented to achieve the results of the project.
Organizational Sensitivity	Ability to understand the organization's mission, the function of the specific work unit and how it works with other work units to serve the customer/client. Ability to understand the impact and implications of decisions on the community and other departments.

Note: Not all competencies apply to every position/employee; evaluate only those that apply. Competency statements are progressive.

IV. COMPETENCY STATEMENTS BY LEVEL

Knowledge – Technical

Possession of a designated level of technical skill or knowledge in specific area(s) and the ability to stay up-to-date with developments and trends in area(s) of expertise. Ability to demonstrate a methodical and logical approach to addressing customer needs. Ability to use innovative solutions and/or designs where appropriate. May be acquired through academic, apprenticeship or on-the-job training or a combination of these.

Contributing	Journey	Advanced
<p>Understands standard and routine communication, design and visual arts principles and concepts.</p> <p>Understands and applies a variety of standardized and commonly accepted design procedures and techniques.</p> <p>Understands and applies communication software programs as well as use of other applicable technology and equipment.</p> <p>Ability to keep current with technical developments and trends as they relate to the field of communications, public relations, publishing, marketing and Web-based communications.</p>	<p>Understands and uses communication, design and visual art concepts and practices pertinent to the area of responsibility</p> <p>Ability to determine, utilize, and apply standard and specialized techniques and technology appropriately.</p> <p>Ability to use a variety of moderately complex processes, procedures and techniques.</p> <p>Ability to use and incorporate various hardware and software packages, as well as traditional design methods. Ability to research and identify new technology and make recommendations for use and purchase.</p> <p>Ability to apply knowledge of organizational principles of design elements.</p> <p>Ability to promote subject matter in a wide variety of media.</p> <p>Ability to train others in use of new methods and technical tools.</p>	<p>Ability to serve as a key resource to others on a wide variety of communication, design and visual art elements.</p> <p>Ability to establish standards for communication and develops/determines non-routine techniques/methods to accomplish objectives.</p> <p>Ability to apply thorough knowledge of standardized and non-standardized methods and concepts for design and delivery of product.</p> <p>Ability to employ creative and innovative use of equipment, techniques, and communication methods. Apply in-depth knowledge and applicability of technology/software or directs others in the selection and application of a variety of features in software programs.</p> <p>Ability to develop short- and long-range design strategies intended to reach a wide audience.</p> <p>Ability to apply highly skilled and considerable technical knowledge of overall design concepts.</p> <p>Ability to research and integrate new systems, equipment, and/or software to improve development and delivery of information. Ability to evaluate, implement, and apply new technology and assesses its effectiveness in meeting the organization's overall communication goals.</p>

Knowledge – Professional

Possession of a designated level of professional skill and knowledge in a specific area and the ability to keep current with developments and trends in the area of expertise, usually acquired through professional development opportunities and/or post secondary education programs.

Contributing	Journey	Advanced
<p>Basic knowledge of the methods and techniques of planning, writing and editing and producing content.</p> <p>Basic knowledge of editing requirements, standards and formats as set by the department.</p> <p>Basic knowledge of how to disseminate information effectively within the organization, department or program.</p>	<p>Thorough knowledge of the methods and techniques of planning, writing and editing and producing content.</p> <p>Ability to edit and analyze informational material or content prepared by others.</p> <p>Thorough knowledge of the techniques for disseminating information to the public and target groups.</p>	<p>Extensive knowledge of the methods and techniques of planning, writing and editing and producing content.</p> <p>Ability to train and mentor others in the techniques for preparing and disseminating information ability to instruct others in the techniques for disseminating information to the public and target groups.</p>

Communication

Oral: Ability to convey information orally to individuals or groups to ensure they understand the message. Ability to listen and respond appropriately to information from others.

Written: Ability to develop and deliver written information to individuals or groups to ensure that they understand the message.

Contributing	Journey	Advanced
<p>Understands and communicates basic program information and routine, non-complex ideas; ability to convey information effectively to a targeted audience.</p> <p>Ability to learn the communications environment and establishes working relationships with colleagues and clients.</p> <p>Ability to assimilate and compose routine and non-complex materials and communications under supervision and following specific instructions.</p> <p>Ability to research and draft content.</p> <p>Ability to write according to correct English usage and appropriate style guide.</p>	<p>Ability to independently communicate program information of moderate complexity and impact to targeted audiences; ability to assimilate and communicate information that requires greater understanding and has greater impact on the organization.</p> <p>Ability to establish and maintain a variety of working relationships.</p> <p>Ability to independently assimilate and compose written materials to use in a variety of communication outlets; ability to edit documents to ensure accuracy in content and form; ability to draft communications for final release.</p> <p>Ability to write according to correct English usage and appropriate style guide or accepted industry standards.</p>	<p>Ability to communicate complex program information with substantial impact to targeted audiences; ability to plan and convey messages that enhance and promote the mission and objectives of the organization. May require ability to serve as the official spokesperson and/or work with spokesperson to develop and deliver content. Ability to train and mentor others on the proper techniques for disseminating information.</p> <p>Ability to establish and maintain working relationships with internal and external clients; ability to provide complex and strategic information and advice to clients; ability to interact with key people at all levels of the organization.</p> <p>Ability to develop and implement communication strategies. Ability to set communications standards and protocols. Ability to serve as the internal media relations expert and sounding board for the department or organization.</p> <p>Ability to direct the development of content as part of the overall communication strategy; ability to teach others how to edit and analyze material. Ability to set and enforce communications standards and protocols.</p>

Consulting/Advising

Ability to provide advice and counsel. Ability to understand client programs, organization and culture.

Contributing	Journey	Advanced
<p>Ability to assist with communications in needs and issues in routine and non-complex situations.</p>	<p>Ability to identify, advise and collaborate with clients regarding communication needs and issues; ability to provide options on the type of strategy to use with communication plans and gauges their potential effectiveness.</p>	<p>Ability to craft effective communications; ability to convey desired communication with sensitivity and urgency; ability to coach senior administrators or leaders in key departments in techniques to effectively deliver messages. Ability to match goals with broader organizational objectives and budgetary resources; develop budget requests for communication program; may require ability to approve budget expenditures for communications.</p>

Project Management

Ability to provide oversight for project(s) and all related activities. Ability to establish a set of tasks and activities associated with an intended outcome and timeline. Ability to ensure actions are performed and/or implemented to achieve the results of the project.

Contributing	Journey	Advanced
<p>Ability to understand customer needs and works in conjunction with higher-level specialists on delivery of communications.</p> <p>Ability to draft communications as they relate to a specific area or module</p> <p>Ability to contribute ideas, recommendations and solutions to reach project goals.</p>	<p>Ability to consult with and determine client/customer needs and project parameters.</p> <p>Ability to plan and manage multi-faceted and specialized projects.</p> <p>Ability to conceptualize and create communications as they relate to the area of responsibility from creation through delivery.</p>	<p>Ability to independently manage project timelines, resources, staff and leads implementation efforts in all communications areas.</p> <p>Ability to use a strategic approach to manage complex projects.</p> <p>Ability to apply a thorough knowledge of a wide variety of complex and non-standard processes and design techniques.</p> <p>Ability to plan, coordinate, direct and supervise the work of others.</p>

Organizational Sensitivity

Ability to understand the organization’s mission, the function of the specific work unit and how it works with other work units to serve the customer/client. Ability to understand the impact and implications of decisions on the community and other departments.

Contributing	Journey	Advanced
<p>Ability to understand the mission, objectives and goals of a program/unit.</p> <p>Ability to understand the internal workings of the program/unit and its place in the organization.</p>	<p>Ability to understand the mission, objectives and goals of a department with multiple service delivery functions.</p> <p>Ability to understand internal workings of the department in relation to the external expectations of the clients and stakeholders.</p> <p>Ability to assess the potential impact of internal/external communications efforts and make necessary adjustments.</p>	<p>Ability to review and edit the mission, objectives and goals for communication within an organization with multiple service delivery functions.</p> <p>Ability to understand internal workings of the organization in relation to the external global expectations of policy makers and the legislature.</p> <p>Ability to direct, develop and implement communications strategies to obtain desired objectives; ability to intervene and re-direct communication efforts that are ineffective.</p>

V. MINIMUM TRAINING & EXPERIENCE

Bachelor’s degree in a discipline related to the area of assignment; or equivalent combination of training and experience. All degrees must be received from appropriately accredited institutions.

Note: This is a generalized representation of positions in this class and is not intended to identify essential work functions per ADA. Examples of competencies are primarily those of the majority of positions in this class, but may not be applicable to all positions.