

THE UNIVERSITY OF WYOMING JOB DESCRIPTION

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Title: COORDINATOR, AREA PUBLIC RELATIONS

Reports To: Designated Supervisor

UW Job Code: 3872

UW Job Family: 3D - Media/Communication/Art

SOC Code: 27-3031

FLSA: Exempt

Pay Grade: 20

Date: 4-1-95 (revised 7-1-02; 5-28-03; 7-1-04)

JOB PURPOSE:

Coordinate and assist in implementing college, departmental and administrative public relations programs including planning, writing, editing, layout and production of news releases, brochures, newsletters, e-zines pamphlets and other related communications; perform associated public relations functions; work independently, under limited supervision.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist in planning and implementing comprehensive public relations campaigns through news and publications media designed to promote scientific, technical, and cultural activities to the University Community.
- Serve as editor for publications and proposals including highly technical materials and graphic designs.
- Interview individuals and attend meetings to obtain information items for publication.
- Coordinate and direct electronic media or publications efforts focusing on science, technology and informative news items.
- Plan, design, test, edit, maintain, and document look and flow of websites. Utilize web-based software tools for managing web content.
- Supervise, plan and coordinate special events and/or publications/news media projects as assigned.
- Coordinate photography to support written materials.

SUPPLEMENTAL FUNCTIONS:

- May plan and organize the distribution of publications.
- May assist and guide visiting media representatives and production crews as assigned.

COMPETENCIES:

- Independence
- Meeting Membership
- Quantity of Work
- Strategic Planning
- Attention to Detail
- Delegating Responsibility

MINIMUM QUALIFICATIONS:

Education: **Bachelor's degree**

Experience: **2 years work-related experience**

Required licensure, certification, registration or other requirements: **None**

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Public relations and communication principles, media, direct mail, and marketing techniques.
- Interviewing techniques, methods and practices.
- Publishing procedures and requirements.
- Project planning and project supervision theory, methods and practices.
- Applicable university, federal and state rules and regulations.
- News and publications media practices and procedures.
- Editing theory, practices and techniques.
- Special events planning and detail coordination methods, techniques and practices.

Skills and Abilities to:

- Communicate effectively and develop interpersonal relationships with diverse audiences.
- Plan, organize, coordinate and supervise project work, from inception through completion.
- Meet deadlines.
- Plan, organize and coordinate media activities and promotional events.
- Basic, routine, and advanced creation, composition, and editing of publications and articles, with layout capability.
- Work as a team member and foster a cooperative team environment.

WORKING CONDITIONS:

No major sources of discomfort, standard office environment; regular exposure to video terminal displays.

DISTINGUISHING FEATURES:

Coordinator, Area Public Relations: Coordinates and assists in implementing area, department, and/or college public relations programs including planning, writing, editing, layout and production of news releases, newsletters, e-zines, brochures, pamphlets, leaflets, posters and other related communications, and planning and coordinating special public relations events.

Coordinator, University Public Relations: Coordinates, implements and promotes public relations campaigns and special events including planning, writing, editing, layout and production of newspaper, radio and television releases about and for the entire University.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.