

Campus Spokesperson

Function of Job:

Under administrative direction of responsible administrator, serve as college spokesperson for contacts with the public, press, and electronic media for situations that are sensitive and/or urgent in nature, provide public relations and media counsel to key administrators, advance the college/university's strategic goals with the media, and assist with all emergency communication efforts; write and edit public relations materials.

Characteristic Duties and Responsibilities:

1. Respond to all sensitive requests from the public, press, and electronic media and coordinate the campus/university response.
2. Develop, implement, and monitor proactive crisis communication strategy for campus/university and serve on campus crisis team.
3. Assume the role of Communications Officer in Emergency Response as determined by FEMA Incident Command protocols and develop talking points, statements, and responses to anticipate and respond to media attention and queries.
4. Provide counsel on current issues to key college/university administrators.
5. Coordinate publicity strategies for the college/university, including identifying story ideas, noting trends in higher education news, and promoting the college/university's profile through stories, articles, and publications.
6. Write, edit, review and approve public relations materials, including press releases, fact sheets, articles, speeches, and newsletters and may include technical and/or scientific documents.
7. Coordinate timely output of information for journalists and internal audiences.
8. Monitor and evaluate effectiveness of college/university news coverage in all media.
9. Hire, supervise, evaluate, train and assign work to sales and marketing staff as assigned.
10. Attend professional development sessions and training as required.
11. Perform related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree in Journalism, Communications or related field and five years of related experience in public relations.
2. Effective communication and interpersonal skills.
3. Computer skills as required by department.

Additional Desirable Qualifications:

1. Master's degree in Journalism, Communications, or related field
2. Public relations experience in higher education.

10/22/08
System Approval

10/20/08
Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.