

## COMMUNICATIONS AND INFORMATION COORDINATOR

### **Function of Job:**

Under administrative direction of program director or other designated supervisor, identify program audiences/clientele and develop and/or implement an outreach and/or communications and information program to meet the needs of those audiences or clientele by providing appropriate information, linking their interests and needs to the program, implementing outreach activities, and producing such information pieces as advisory reports, web pages, and results of research and/or outreach efforts.

### **Characteristic Duties and Responsibilities:**

1. Work with supervisor and/or other advisory bodies to establish goals for total program, including outreach goals.
2. Plan communication and information program based on broad program goals and assessment of needs of audience and/or clientele.
3. Prepare program proposal and budget, oversee its implementation, and manage budget; assume administrative responsibility for program and staff.
4. Establish and maintain contact with various networks and/or "user groups", providing information as direct response to requests or through referral and implementing outreach activities.
5. Act as communication link between program and other segments of college/university/general public, providing information as required.
6. Maintain contacts with national and/or state-wide offices and other communicators associated with the program.
7. Research, write and edit program informational materials.
8. Assist in the design and maintenance of web page materials as assigned.
9. Participate in regional and national conferences and workshops, and serve on national committees as required.
10. Design tools for evaluating program and provide analysis of results.
11. Provide communication counsel and support to Director, faculty and staff, and other Program units.
12. Maintain a high level of knowledge and understanding of research and issues associated with program, relevant governmental policy, and developments in field of a political or similar nature.
13. Participate in institutional professional development and training.
14. Perform related duties as assigned.

### **Minimum Acceptable Qualifications:**

1. Bachelor's degree in public relations, communications, or area related to program.
2. Minimum of three years of related experience.
3. Knowledge of public affairs/public relations as related to needs of program.
4. Oral and written communications skills.
5. Familiarity with electronic and print media, including web design and maintenance.

### **Additional Desirable Qualifications:**

1. Direct experience in program focus area.
2. Knowledge of research and issues related to the program to which assigned.

5/18/2011

System Approval

5/13/2011

Effective Date

Revised – original approved 6/3/82 and revised 10/14/02

**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.**