

## NEWS SERVICES MANAGER

### **Function of Job:**

Under general direction from a designated administrator, develop, manage, and execute comprehensive media relations strategy for the college/university; provides information about programs and people to appropriate internal and external media and other venues as appropriate.

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

1. Direct the gathering and production of news releases for local, regional and national news media which focus on the news value of campus events, activities, and achievements.
2. Evaluate news leads, interviews, and news tips to develop story ideas and develop and maintain media contact lists.
3. Review and edit press releases and other public relations communications to ensure the accuracy and appropriateness for distribution.
4. Gather information for news releases through research, interviews, and attendance at political, news, sports, artistic, social, and other functions; research and analyze background information related to stories in order to be able to provide complete and accurate information.
5. Serve as campus spokesperson and serve as chief public relations officer in her/his absence.
6. Hire, supervise, evaluate and train staff and/or student workers and assign work as needed.
7. Obtain, edit, and disseminate daily campus-wide email information messages, including emergency communications and campus events.
8. Serve on emergency and crisis planning committees and provide advice and counsel regarding related administrative communications.
9. Provide photographic services for the campus, including photographing, reproducing and archiving photographic images.
10. Ensure compliance with university policies and federal, state, and local regulations governing news coverage.
11. Act as resource for outside sources with inquiries and/or requests for information.
12. Participate in professional development and training.
13. Perform other related duties, as assigned.

### **Minimum Acceptable Qualifications:**

1. Bachelor's degree in journalism, communications, public relations or related area and four years public relations experience, including one year of supervisory experience.
2. Knowledge of general office management procedures.
3. Photographic skills with video and still cameras and audio video editing experience.
4. Excellent communication skills, both oral and written.
5. Computer skills as required by department.

### **Additional Desirable Qualifications:**

1. Master's degree in journalism, public relations, or related area.
2. Work experience in higher education.

1/31/2011  
System Approval

11/22/010  
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.**

