

PUBLIC RELATIONS OFFICER*

Function of Job:

Under general direction from a designated administrator, to be responsible for a comprehensive public relations effort, including evaluation of attitudes/opinions of the institution's publics, identification of the policies of the institution with the public interest, and the execution of a variety of media programs to earn public understanding/support.

Characteristic Duties and Responsibilities:

1. Work with appropriate campus officers to establish public relations program goals/objectives in support of the mission of the institution, including procedures for periodic evaluations.
2. Identify the several publics and audiences of the institution and their relationship to the mission.
3. Within available resources, establish research/evaluation techniques to periodically measure/analyze knowledge levels, attitudes, and opinions of designated audiences.
4. Gather information about the institution's policies, programs and posture through communication with administration, faculty, staff, students and representatives of the other University System campuses.
5. Act as public relations/communications counsel to the institution's administrators.
6. Work with administrators, deans and directors on appropriate communication programs, providing counsel/expertise toward their development/implementation.
7. Assist other University System units by providing expertise in their human relations communications efforts, as requested.
8. Develop and coordinate publicity and other communications support related to events/programs within assigned responsibility, and assist other groups sponsoring programs in publicizing their efforts.
9. Develop news, photographs, advertising, and direct mail materials, for optimum communication with identified publics.
10. Serve as official representative spokesperson for the institution in disseminating information about programs, plans, events and activities to news media and in responding to media queries about the same.
11. Provide assistance to representatives of the press at special campus events.
12. Provide design, editorial, production and distribution advice/guidance to internal departments/divisions/organizations preparing publications and other materials on recruitment, fund raising, or support-generating publics.
13. Produce, design or select art or photography for publication.
14. Design, produce, and/or administer a variety of inter-personal public relations programs; e.g., speakers bureaus, special events, displays, open-houses, dedications or tours.
15. Evaluate public relations special events, programs and projects in assigned area of responsibility and revise, as necessary.
16. Serve as campus protocol officer, assisting other offices in assuring that proper procedures, arrangements, publicity and informational services are provided for visits of distinguished persons or campus social functions.
17. Act as the college/university's representative with appropriate off-campus organizations, groups and agencies.
18. Participate in conferences/workshops for professional development.
19. Supervise, evaluate and assign work to assigned staff.
20. Perform other related duties, as assigned.

* Revised - original approved 7/21/76 and revised 3/16/78, 3/28/78 and 3/29/78.

Minimum Acceptable Qualifications:

1. University graduation with course work in area of specialization appropriate to the position, such as journalism, communications, or public relations and three to five years related experience.
2. Knowledge of general office management procedures.
3. Ability to produce/process acceptable photographs for media.
4. Excellent communication skills, both oral and written.
5. High degree of tact and ability to get along with others.

Additional Desirable Qualifications:

1. Master's degree.
2. Experience gained in the institution to be served.
3. Familiarity with the history, administrative organization and activities of the institution.
4. Thorough knowledge of state and university policies and regulations regarding public events and public disclosures, and the intricacies of governmental relations.

8/3/94

System Approval

8/3/94

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.