

## PUBLIC RELATIONS PROGRAM COORDINATOR\*

### **Function of Job:**

Under direction of designated Administrator, to coordinate special events, programs, projects and services involving either a wide range of audiences, or a specific group or constituency, as part of a total public relations/communications program. Responsibility may include prime responsibility for implementation of appropriate programs to increase voluntary support from a designated constituency and developing/implementing successful marketing strategies.

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

1. Working independently, or in conjunction with designated supervisor, identify and define program needs/interests and establish appropriate public relations/communications program goals, objectives and/or policies.
2. Based on goals and objectives, design, develop, implement, direct and oversee special programs, events, projects and services for approval of supervisor and/or sponsor, which may include an organized voluntary support program for a designated group or constituency.
3. Represent the needs, goals and objectives of the college/university to specific group(s) or constituency.
4. Act as the college/university's representative/liaison with local, regional and/or national groups, agencies, sponsors, advisory boards or other constituencies, working to increase visibility of program and further program objectives.
5. Recruit, train and motivate volunteers and increase specific constituency involvement and financial support both on and off campus through participation in existing programs, utilization of established resources and development of additional resources.
6. Be responsible for identifying and monitoring program budget.
7. Be responsible for evaluating success of programs, projects, services and/or special events and recommend continuance, change, improvement or discontinuance.
8. Develop and maintain awareness/knowledge of various audiences or specific constituency and monitor the preparation and distribution of informational materials, college/university publications and/or mass communications.
9. Coordinate publicity and other communication support techniques related to events and programs.
10. May be responsible for developing, implementing and evaluating marketing/promotional strategies and programs, including market research and related promotional materials/brochures.
11. Participate in conferences/workshops and other professional development activities to increase effectiveness of overall program.
12. Respond to requests of on and/or off-campus groups to plan, coordinate and implement tours, displays and other similar activities.
13. May perform duties associated with office management/administration and supervise staff, as assigned.
14. Perform related duties, as assigned.

### **Minimum Acceptable Qualifications:**

1. Bachelor's degree in business, public relations or related field and three years of experience related to the functions to be performed in marketing, public relations or similar field.
2. Ability to communicate effectively both orally and in writing.
3. Excellent interpersonal skills.

### **Additional Desirable Qualifications:**

1. Experience with management of volunteers, if related to future job duties.
2. Experience in fund raising from the private sector, if related to future job duties.

9/6/94  
\_\_\_\_\_  
System Approval

9/6/94  
\_\_\_\_\_  
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.

---

\* Revised - original approved 9/1/76 and revised 9/28/79 and 7/15/87.