

## **COMMUNICATIONS SPECIALIST TITLE SERIES DEFINITIONS**

### **I. DEFINITIONS**

#### **COMMUNICATIONS SPECIALIST**

Positions allocated to this title definition develop, write, and edit news releases, newsletters, articles, feature stories, pamphlets, and brochures; conduct research necessary to develop and publish materials; develop the layout, including color, type and spacing determination of publications and pamphlets; and respond to written and verbal inquiries relating to the assigned program area. Positions at this level develop a limited number of publications for a relatively narrow, specialized audience and are either responsible for segments of a department's communications program or are responsible for a board's or commission's entire communications program which is limited in scope and impact. Work is performed under general supervision.

#### **COMMUNICATIONS SPECIALIST - SENIOR**

Positions allocated to this title perform all of the duties identified at the Objective level and in addition, function in one of the following capacities: (1) direct significant segments of a department's communications program; (2) direct a department's communications program which is broader in scope and impact than those positions identified at the Objective level; (3) direct a large communications program segment, within a large or major department; (4) direct the development and production of a division's multi-program communications materials and activities within a large or major department; (5) direct the comprehensive communications program of a department which generates a large number and variety of publications, advertising campaigns, audiovisual productions, and media information kits; or (6) direct a large multi-divisional communications program segment, within a medium-sized department

A comprehensive communications program is defined as one which covers a wide variety of complex professional programs within the department; requires the development of a wide variety and number of publications with distribution to large audiences which represent a significant portion of the state's population; includes the development of print and audiovisual materials; and requires significant interaction with the news media and the general public in providing information relating to the department's programs and activities.

Positions at this level are also differentiated from positions at the Objective level in that these positions develop a greater number and variety of information, educational and promotional publications and audiovisual materials and activities for a wider variety of departmental programs. In comparison to the Advanced level positions, the Senior level positions direct communications for departmental programs which are relatively stable in terms of changes in program policies and organization and involve relatively non-controversial program areas.

Positions allocated to this level write scripts for radio, television, internet and other electronic media; design, implement, and evaluate Web pages for the Internet; develop or direct the development of videos or films; work with contracted advertising or media agencies in developing campaigns for the department or division; develop media information kits relating to the assigned program area; act as the division's or department's media contact and provide the media with information as requested; monitor selected major news media to stay current with media and public viewpoints and concerns regarding departmental programs and issues; and make presentations on division or department activities and programs before interested groups. Work is performed under general supervision.

## **COMMUNICATIONS SPECIALIST - ADVANCED**

Positions allocated to this level perform all of the duties identified at the Senior level, and in addition, function in one of the following capacities: (1) coordinate or direct the communications program for a medium or large department's comprehensive communications program, with a large number and variety of publications distributed to a large, diverse audience. Positions are responsible for the department's entire public information and communications program which encompasses a broad variety of complex professional programs; (2) direct a comprehensive district or regional communications program within a major department which encompasses a variety of complex professional programs; or (3) coordinate a communications program for multiple divisions, districts or regions within a UW-institution on a central office basis.

Positions allocated to this level develop and administer very complex and controversial public information, educational or promotional communications programs. Positions formulate and implement departmental, regional or district information, education, and promotional programs; advise the department secretary or regional or district director in communications policies and strategies; act as the department, regional or district spokesperson with media representatives, public and private sector officials, and the general public; monitor selected major news media to stay current on media and public concerns regarding departmental programs, activities, and issues, and bring items of significance to management's attention with recommendations for action; make presentations on departmental, regional or district activities and programs before interested groups; and direct, review and approve the work of private advertising and media firms.

Positions at this level direct the development and distribution of the largest number and variety of publications, audiovisual productions, and advertising and promotional campaigns for departments with a variety of complex professional and technical programs.

Positions at this level direct very complex communications programs which continually generate a large number of contacts from the print and broadcast news media and the general public due to the department's high-profile, controversial, politically sensitive issues and programs and/or programs which are volatile in terms of major policy changes which affect large segments of the state population; direct communications programs which involve crisis incidents and situations which require the position to coordinate and respond to a massive number of media contacts; and direct communications programs which cross programmatic and divisional lines of authority. Work is performed under general supervision.

In order to be appropriately titled at this level, positions must spend the majority of their time (50% or more) on professional Communications Specialist duties which are of similar scope, impact, complexity, and discretion as the representative positions identified at this level. Work is performed under general supervision.

## **II. QUALIFICATIONS**

The qualifications required for these positions will be determined at the time of recruitment.

## **III. ADMINISTRATIVE INFORMATION**

Publications Editor  
Marketing Specialist  
Publications Supervisor