### Job Family
Communications

### Job Summary
Involves developing, implementing or executing a comprehensive, multidisciplinary communications program; involves work in two or more communications disciplines OR work not otherwise covered in other communications job families.

### Job Function
General Communications

### Category
Professional

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<table>
<thead>
<tr>
<th>Job Level</th>
<th>Entry</th>
<th>Intermediate</th>
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<th>Advanced</th>
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### Generic Scope
Entry-level professional with limited prior experience; learns to use professional concepts to resolve problems of limited scope and complexity; works on assignments that are initially routine in nature, requiring limited judgment and decision making. Employees at this level are expected to acquire the skills and knowledge to perform more advanced work following an agreed upon time in position, through defined training and development planning.

Professional who applies acquired job skills, policies, and procedures to complete substantive assignments / projects / tasks of moderate scope and complexity; exercises judgment within defined guidelines and practices to determine appropriate action. Experienced professional who knows how to apply theory and put it into practice with in-depth understanding of the professional field; independently performs the full range of responsibilities within the function; possesses broad job knowledge; analyzes problems / issues of diverse scope and determines solutions. Technical leader with a high degree of knowledge in the overall field and recognized expertise in specific areas; problem-solving frequently requires analysis of unique issues / problems without precedent and / or structure. May manage programs that include formulating strategies and administering policies, processes, and resources; functions with a high degree of autonomy. Recognized organization-wide expert. Has significant impact and influence on organizational policy and program development. Regularly leads projects of critical importance to the organization; these projects carry substantial consequences of success or failure. May direct programs with organization-wide impact that include formulating strategies and administering policies, processes, and resources. Significant barriers to entry exist at this level.

### Custom Scope
Independently oversees a comprehensive communications program for a unit or school with moderately complex communications requirements. The communications program usually includes written, visual, digital and electronic communications. Works with management to develop and execute organizational communication and market branding strategy. Designs and implements information campaigns. Independently oversees a comprehensive communications program for a unit or school with a large, complex communications program requiring a wide variety of communications media, including written, visual, digital and electronic, and associated technical applications. Works with management to develop and execute organizational communication and market branding strategy for a highly visible program. Having wide-ranging experience, operates at the highest level to develop and manage strategic communications programs having organization-wide impact. Works on complex communications issues with little or no precedent, where analysis of situations requires an in-depth knowledge of multiple communications media, including written, visual, and electronic, and associated technical applications. Is considered a subject matter expert. Serves as a resource to organization in matters involving all communications needs.

### Key Resp 01
Works with management and clients to create, develop, and implement long and short term strategic communications plans and / or projects. Manages complex comprehensive communications programs, including written, visual, digital, and electronic communications, for large, highly Using communications expertise, leads highly complex organization-wide communications programs, consistent with overall goals and objectives.
**Job Family**: Communications  
**Job Function**: General Communications  
**Category**: Professional

**Job Summary**
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<tr>
<td>Key Resp 02</td>
<td>Manages comprehensive communications programs, including written, visual, digital, and electronic communications.</td>
<td>Works with departmental, college or division administration to create, develop, and implement comprehensive long and short term strategic communications plans.</td>
<td>Consults with senior leadership to create, develop, and implement comprehensive long and short term strategic communications plans, effective messaging, and problem resolution.</td>
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<tr>
<td>Key Resp 03</td>
<td>Advises and consults with departmental / college administration regarding all aspects of communications including developing strong communications strategies that effectively deliver the desired message, policy interpretation, and problem resolution.</td>
<td>Provides advice and counsel to departmental or college administration on all aspects of communications, including strategic planning, effective messaging, and problem resolution.</td>
<td>Produces broad-based communication pieces in a variety of venues including written, visual, and electronic communications.</td>
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<tr>
<td>Key Resp 04</td>
<td>Ensures production of high quality products that effectively deliver the desired message within budget and time constraints.</td>
<td>Produces a variety of communication pieces in a variety of venues including written, visual, digital, and electronic communications.</td>
<td>Provides expertise to senior leadership to build an organizational brand and create tools for positioning the organization strategically with the organization's clients, partners and other relationships.</td>
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<tr>
<td>Key Resp 05</td>
<td>Identifies specific communications needs and develops the content and process for organizational improvements.</td>
<td>Ensures production of high quality products that effectively deliver the desired message within budget and time constraints.</td>
<td>May serve as a team / project leader and may mentor less experienced staff.</td>
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<tr>
<td>Key Resp 06</td>
<td>Identifies specific communications needs and develops the content and process for organizational improvements.</td>
<td>Identifies specific communications needs and develops the content and process for organizational improvements.</td>
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<tr>
<td>Key Resp 07</td>
<td>Works with management to build an organizational brand and create tools for positioning the organization strategically with the organization's clients.</td>
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Last Revised: 25 July 2016
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<td>Key Resp 15</td>
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**Education 1**: Bachelor’s degree in related area and / or equivalent experience / training.  
**Education 2**: Bachelor’s degree in related area and / or equivalent experience / training.  
**Education 3**: Bachelor’s degree in related area and / or equivalent experience / training.

**License 1**:  
**License 2**:  
**License 3**:  
**License 4**:  
**Cert 1**:  
**Cert 2**:  
**Cert 3**:  
**Cert 4**:  
**Spec Cond 1**:  
**Spec Cond 2**:  
**Spec Cond 3**:  
**Spec Cond 4**:  

**KSA 01**: Knowledge of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications.  
**Advanced knowledge** and understanding of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications.  
**Expert knowledge** and understanding of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications.

**KSA 02**: Knowledge and understanding of technical applications to effectively direct technical staff, or personally perform technical work, including design concepts, various media, and design concepts, various media, and design concepts, various media.  
**Advanced knowledge** and understanding of technical applications to direct professional technical staff, or personally perform technical work, including design concepts, various media, and design concepts, various media.  
**Expert knowledge** and understanding of technical applications to direct professional technical staff, or personally perform technical work, including design concepts, various media, and design concepts, various media.
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### Job Level
Entry | Intermediate | Experienced | Advanced | Expert
---|---|---|---|---

### KSA 03
**Knowledge of the organization, its achievements, mission, vision, goals, policies, practices, infrastructure, and a strong knowledge of current affairs, and issues in higher education and / or health sciences.**

**Advanced knowledge of the organization, including its mission, vision, goals, policies, and infrastructure; strong knowledge of current affairs and issues in higher education and / or health sciences.**

**Expert knowledge of the organization, including its mission, vision, goals, policies, and infrastructure; strong knowledge of current affairs and issues impacting the University's mission of teaching, research and public service.**

### KSA 04
**Solid skills to create, develop, and implement comprehensive long and short term strategic communications plans.**

**Advanced skills to create, develop, and implement long and short term strategic communication plans.**

**Highly developed skills to create, develop, and implement long and short term strategic communication plans.**

### KSA 05
**Knowledge and skills to advise and consult with management to ensure delivery of the desired message to the target and / or broad general audiences.**

**Advanced skills to advise and consult management on all aspects of communications, ranging from developing effective communication strategies to appropriately responding to inquiries regarding sensitive or complex issues or information.**

**Highly developed skills to advise and consult management on all aspects of communications, ranging from developing effective communication strategies to appropriately responding to inquiries regarding sensitive or complex issues or information.**

### KSA 06
**Solid written, verbal, interpersonal communications, active listening and political acumen skills.**

**Excellent written, verbal, interpersonal communications, active listening and political acumen skills.**

**Excellent written, verbal, interpersonal communications, active listening and political acumen skills.**

### KSA 07
**Knowledge of location protocols and channels for communication internally and externally.**

**Excellent analytical, critical thinking, project management, and problem recognition, avoidance, and resolution skills.**

**Excellent analytical, critical thinking, project management, and problem recognition, avoidance, and resolution skills.**

### KSA 08
**Thorough knowledge of location protocols and channels for communication internally and externally.**

**Expert knowledge of organization’s protocols and channels for communication internally and externally.**

### KSA 09

### KSA 10

### KSA 11

### KSA 12

### KSA 13

### KSA 14

### KSA 15
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<td>Environment</td>
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<td>Campus, medical center or other university setting and various external venues.</td>
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