

Wright State University
CLASSIFIED JOB SPECIFICATION
Public Relations Coordinator

I. JOB INFORMATION

Job Title: Public Relations Coordinator (CS 15)

Job Class: 31321

FLSA Status: Non-Exempt

II. JOB SUMMARY

Under general direction, manages routine media inquiries, researches and writes news releases, develops databases, and designs web pages.

III. PRIMARY DUTIES AND RESPONSIBILITIES

- Provides public relations support by performing research, interviewing, writing, editing, and disseminating information for news releases. Provides related photographs as needed.
- Responsible for project conceptualization, creative designs, and completion of printed communications.
- Consults with editor/team writers and university clients regarding objectives of project.
- Develops publications timelines and directs photo shoots.
- Assesses and implements publication production needs (i.e., print specifications, electronic pre-press production services, color keys, blue lines, and press proofs for printed quality and adherences to electronic layout).
- Consults with editors and contracted printers on the printing of publications. Acts independently and/or with others to resolve problems.
- Manages publication production (i.e., magazines, newsletters, brochures, invitations, programs, promotional materials, advertisements, flyers, and templates). Prepares and submits materials for client approval.
- Authorizes expenses for editorial and page design corrections.
- Maintains a comprehensive knowledge of work unit policies, practices, and operations. Routinely provides advice and instructions to internal and external contacts.
- Performs administrative support work and/or lead responsibilities with notable accountability for the work results of support staff or department functions.
- Prepares reports, composes letters, produces forms, orders supplies and tracks budgets.

Note: This is not an inclusive list of duties and responsibilities.

IV. MINIMUM EDUCATION, EXPERIENCE, KNOWLEDGE, SKILLS, AND ABILITIES

A high school diploma or GED and three years (FT) of related work experience OR, two years of post-secondary education and 1.5 years of (FT) related work experience OR, a bachelor's degree in a related field and 6 months (FT) of related work experience. Excellent interpersonal, verbal and written communication skills. Ability to calculate whole numbers, decimals, fractions and percentages. Thorough knowledge and skills to utilize current office equipment and a variety of complex software packages.

V. WORKING CONDITIONS

Typical office environment.

VI. WSU TESTING/EXAMINATIONS REQUIRED

None

VII. CERTIFICATIONS OR LICENSURE(S) REQUIRED*

VIII. JOB SERIES

31320

This specification is intended to illustrate the level of complexity and kinds of job duties that may be assigned to positions with this classification title, and should not be interpreted to describe all the duties that may be included in a job description.