

ISSUED: 6/93
3/88 & 8/91

TITLE: <u>Information Officer II</u>	SALARY	CLASS
	SCHEDULE: <u>B</u>	CODE: <u>PE312</u>
UNION: <u>P&A – Local 1979, U.A.W.</u>	SALARY	EEO
	GRADE: <u>12</u>	CODE: <u>30</u>
	FLSA: <u>Exempt</u>	JOB
		CODE: <u>D</u>

POSITION PURPOSE

Develop and implement social media campaigns promoting university events. Plan, develop, write and edit a variety of news and feature stories, press releases, publications and general informational pieces to enhance and promote the University's image in the areas of research, academics and community service. Some specialized knowledge of journalistic practices and principles is necessary in handling varied and difficult subjects and in planning and developing materials.

ESSENTIAL JOB FUNCTIONS

- **Design and implement social media campaigns.** Write and edit a variety of news and feature stories, publications and other informational pieces for release to print and electronic media publicizing academic, cultural, sports and other activities of the University. **Monitor social media streams as well as traditional media outlets for stories and references to WSU.** Develop ideas, research and collect information, conduct direct interviews and verify source materials. **Research, compile and write daily media report comprised of specifically tiered media placements.** Maintain files on reference materials as well as a database on University personnel for use in response to local, State and national media requests.
- Write and edit University bulletins, pamphlets, advertisements and magazines. **Assist other staff members with research and proofreading.** Re-write and edit articles and descriptions; write original articles. Perform copy editing and advertising copy layout. Develop research stories, conduct direct interviews and coordinate photo sessions.
- Prepare copy, select articles and features, plan layout, design, select type and photographs for all informational materials and publications. Contact vendors, printers and typesetters to facilitate production and publication.
- Plan, develop and cover marketing and promotional events which include press conferences, programs and publicity campaigns, speeches and other related media activities designed to provide information on significant University news events. **Develop and assemble press kits for university events.**
- Arrange and conduct interviews, press conferences and participate in electronic media programs, (radio and television) pertaining to University activities, events and affairs, i.e. Commencement, Recognition Day, Detroit Festival of the Arts, etc. Write and edit radio and television spots, feature and news tipsheets; contact print and electronic media for placement of informational pieces on University events. Prepare actualities for radio and maintain departmental newswire recording.

- Serve as liaison between print and electronic media at the local, State and national level and the University community. **Research and build media contact databases and media plans for individual pitch ideas.** Attend conferences, meetings, seminars and other media events to keep current with journalistic practices and to establish contact with key media representatives.
- Participate in special projects and assignments. Prepare scheduled reports for University administrators and Board of Governors summarizing news events and related University publicity.
- Perform related work as assigned.

ADDITIONAL COMMENTS

This intermediate level professional classification performs advanced journalistic work planning, developing, writing and editing new releases, publications, speeches and other informational pieces. Work activities involve varied and difficult subjects and greater responsibility for planning and developing materials. This classification level demands some specialized technical knowledge and experience of journalistic practices and principles. Work activities are performed with independence. Work leadership may be provided to student support personnel in media related duties. The incumbent should be a degreed professional possessing experience in newspaper or editorial work. This classification reports to and receives technical guidance and direction from a management level classification.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university or an equivalent combination of education and/or experience. Coursework or major concentration in journalism, English, mass communications or public relations is necessary.
- **Experience in social media practices as they pertain to marketing and mass communications.**
- Reasonable experience in newspaper or editorial work is necessary.
- Excellent oral and/or written communication skills.
- Reasonable knowledge of principles and practices of Journalism.
- Ability to develop ideas, plan, write and edit articles, press releases and print and electronic media spots; conduct interviews and research materials.
- Ability to organize and prioritize work assignments to meet established deadlines.
- Ability to establish and maintain effective working relationship between print, electronic media and University the community.
- Typically, incumbents have held entry level Information Officer I positions or have had **previous public affairs experience.**