



		ISSUED: <u>6/93</u>
		3/88 & 8/91
	SALARY	CLASS
TITLE: <u>Information Officer I</u>	SCHEDULE: <u>B</u>	CODE: <u>PN321</u>
	SALARY	EEO
UNION: <u>P&A – Local 1979, U.A.W.</u>	GRADE: <u>11</u>	CODE: <u>H30-025</u>
	FLSA: <u>Non-Exempt</u>	JOB CODE: <u>C</u>

POSITION PURPOSE

Participate in the development and implementation of social media campaigns promoting university events. Assist in writing and editing a variety of news and feature stories, press releases, articles, newsletters and informational pieces to enhance and promote the University's image in the areas of research, academics and community service.

ESSENTIAL JOB FUNCTIONS

- Assist in the design and implementation of social media campaigns and in writing and editing a variety of news and feature stories 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. Prepare daily media reports comprised of specifically tiered media placements. Research and collect information through limited library research, direct interviews and verification of source materials.
- Assist in the editing of University bulletins, pamphlets and magazines; rewrite and edit articles and descriptions; write original articles. Perform copy editing and advertising copy layout.
- Arrange and conduct interviews, press conferences and participate in electronic media programs (radio/television) pertaining to University activities, events and affairs. Write radio and television spots; contact print and electronic media for placement of informational pieces on University events.
- Develop marketing and promotional strategies or techniques for various media publications and programs. Research and build media contact databases and media plans for individual pitch ideas. Prepare copy and plan layout for all materials promoting University activities, e.g. brochures, pamphlets, advertisements, newsletters, etc. Develop and assemble press kits for university events.
- Serve as liaison between print, electronic media at the local, state and national level and the University community. Attend conferences, meetings, seminars and other media events to keep current with journalistic practices and to establish contact with key media representatives.
- Perform related work as assigned.

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

ADDITIONAL COMMENTS

This classification level performs entry level journalistic work in writing and editing news releases, feature stories, articles and a variety of informational pieces for print and electronic media to promote the University at large. Work at this level is occasionally self initiated, but generally assignments are given and reviewed by a seasoned technical officer. Work activities do not require the interpretation of controversial or highly technical subjects. The incumbent should be a degreed professional possessing some newspaper or editorial work experience. This classification level 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.
- Some experience in newspaper or editorial work.
- Excellent oral and/or written communication skills.
- Some knowledge of the principles and practices of Journalism.
- Ability to write and edit news articles, press releases, print and electronic media sports and conduct interviews and limited research.
- Ability to organize and prioritize work assignments to meet established deadlines.
- Ability to establish and maintain effective working relationships between print, electronic media and University community.
- Typically, incumbents have had previous experience as an intern for a newspaper.