

Spec. Code: 3294  
Occ. Area: 02  
Work Area: 215  
Prob. Period: 6 mo.  
Prom. Line: None  
Effective Date: 07/01/12  
Last Action Rev.

## **PUBLICITY-PROMOTION SPECIALIST**

### Function of Job

Under general supervision from a designated supervisor, to be responsible for publicizing and promoting and/or for participating in publicizing and promoting university-sponsored educational programming public function/service events and may assist in liaison functions with members of media. Additional responsibilities may include assistance in purchasing or selling advertising space for university/agency events or publications.

### Characteristic Duties and Responsibilities

A Publicity-Promotion Specialist typically –

1. recommends, implements and/or develops public relations strategies to inform public or promotes educational programs ideas, products, or services of the university/agency.
2. prepares organizational publications and reports for internal and external audiences which may include communications for informational programs conducted by the employer, develops and maintains internet, intranet web pages and/or social media.
3. plans and schedules programming and event coverage, coordinate promotional activities between departments and may oversee or supervise staff, student and/or volunteers associated with events or programs.
4. responds to requests for information from the media or other constituencies, writes press releases, prepares information for media kits, talking points or similar information, may act as resource or distribute information during emergency situations.
5. establishes or maintains cooperative relationships or liaison functions with representatives of community, employee or public interest groups , maintains data base contact information or similar.
6. develops and edits news releases, obtains photographs/images and prepares informational brochures for media outlets and similar publications
7. confers with clients to provide marketing or technical advice.

8. negotiates and purchases or sells advertising space in publications and/or electronic media , (e.g., scoreboard during sporting contest) provides cost estimates, may determine rates and calculates total, acts as liaison regarding topics such as contracts, selection of advertising media or products to be advertised.
9. assuring adherence to employer specifications and procedures, prepares advertising and promotional material, gathers and organizes information to plan advertising campaigns to increase sales of products, services and/or participation in educational programs, prepares scripts for radio or television advertising, may participate in analyzing findings.
10. prepares budgets and submits estimates for program costs.
11. coordinates or participates in promotional activities or trade shows, provides tours and assigns work space and other accommodations for guests such as media reporters and public relations personnel covering events of the organization and/or facility , provide support in group ticket sales for sporting events or other performances.
12. performs other related duties as assigned.

#### MINIMUM ACCEPTABLE QUALIFICATIONS

##### CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. High school graduation or equivalent.
2. Any one or any combination of the following, totaling three (3) years (36 months) from the following categories:
  - (A) Bachelor's degree in public relations, advertising, marketing, communications, organizational leadership, graphic design or other closely related field.
    - 60 semester hours or an Associate's degree equals one (1) year (12 months)
    - 90 semester hours equals two (2) years (24 months)
    - 120 semester hours or a Bachelor's degree equals three (3) years (36 months)
  - (B) Progressively more responsible professional experience in areas such as, communications, promotions, public relations, marketing, journalism, sales and/or the preparation of advertising materials for mass media or other closely related field.

##### KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

1. Knowledge of newspaper, radio, and television news and advertising formats, layouts, and presentations.
2. Ability to produce news and publicity items accurately and rapidly.
3. Ability to work with the public and mass media representatives.

4. Ability to speak in public.
5. Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
6. English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
7. Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
8. Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
9. Computers and Electronics — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
10. Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.
11. Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
12. Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.
13. Speaking — Talking to others to convey information effectively.
14. Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
15. Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
16. Reading Comprehension — Understanding written sentences and paragraphs in work related documents.
17. Writing — Communicating effectively in writing as appropriate for the needs of the audience.
18. Coordination — Adjusting actions in relation to others' actions.

19. Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.
20. Time Management — Managing one's own time and the time of others.
21. Complex Problem Solving — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
22. Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.
23. Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.
24. Oral Expression — The ability to communicate information and ideas in speaking so others will understand.
25. Written Expression — The ability to communicate information and ideas in writing so others will understand.
26. Written Comprehension — The ability to read and understand information and ideas presented in writing.
27. Speech Clarity — The ability to speak clearly so others can understand you.
28. Speech Recognition — The ability to identify and understand the speech of another person.
29. Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.
30. Near Vision — The ability to see details at close range (within a few feet of the observer).
31. Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
32. Inductive Reasoning — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).