

**PROFESSIONAL POSITION DESCRIPTION**

**Position Title: Public Relations Associate**

**Division: Enrollment and Marketing**

**Department: Public Affairs**

**Location: 106 Bedford, Portland - frequent travel to Gorham and possible travel to LAC**

**Schedule: Full-time, 12 months, hours may vary with evening and weekend event coverage**

**Reports to: Director of Strategic Messaging**

**STATEMENT OF THE JOB:** The Public Relations Associate is responsible for identifying, seeking out and writing promotional copy, social media, and/or press releases that advance USM’s reputational strength as well as its programs, activities and events. Working under the supervision of the Director of Strategic Messaging, the position cultivates and manages relationships with students, faculty and staff to promote people’s achievements, events, social media, and other news. The position requires continuous contact with both internal and external constituents.

ESSENTIAL FUNCTIONS:

* Identify, research, write copy and promote/distribute news to external and internal audiences through press releases, media advisories, web news articles, social media posts, and designated calendars of events.
* Write and help coordinate other communications as assigned, including emails, newsletters, print promotional materials, and social media content.
* Initiate and maintain contacts with certain media representatives as assigned to promote stories related primarily to University programs and events.
* Update and maintain database/s for news story development and press appearances.
* Manage and update media and other contact lists.
* Shoot photos and source in-house or stock photography, and edit photos in Photoshop for news outlets, web, social, or print publications.
* Help manage assigned events (working with internal and external vendors and constituencies).
* Additional duties as reasonably assigned.
* Along with colleagues in public affairs, this position produces social media messaging and media and helps leverage approved social media channels across the university.

**PUBLIC AND PROFESSIONAL ACTIVITIES RELATED TO JOB PERFORMANCE:** The Public Relations Associate is expected to maintain professional contact with media and public relations organizations related to the work of the Office, stay abreast of developments in the PR, promotions and journalism fields. Continual development of modern communications skills will be expected and supported.

**INTERNAL AND EXTERNAL CONTACTS:**

**Internal:** USM Public Affairs, Marketing, President’s Office, Admissions, and other USM departments and programs

**External:** Media, public/private agencies, community organizations, and social media followers.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

* Strong journalistic writing skills in a variety of formats for a wide range of audiences
* Strong editing skills, as well as outstanding proofing ability (following the rules of grammar, punctuation and an established style guide)
* Strong communication skills - ability to communicate effectively by phone and in-person with a variety of audiences
* Outstanding organizational skills – ability to manage projects with a large number of moving pieces, while working with numerous constituencies
* Experience and understanding of events management and promotion
* Experience working with the media to successfully pitch stories
* Ability to professionally represent the University and to interact well with a wide range of individuals and organizations.
* Experience working well as a member of a deadline-driven team and managing multiple projects with tight deadlines
* Experience working independently to manage work
* Experience photographing people and events for press, website, social media and other communications materials
* Comfortable with and able to learn computer applications, including graphics software.
* Working knowledge of Microsoft Office applications including Word and Excel

**QUALIFICATIONS:**

**Required:**

* Bachelor's degree in communications, public relations, journalism, marketing or a field relevant to communications (or equivalent work and educational experience)
* At least two full-time years’ experience in public relations, communications, journalism, events promotion, or related field
* Proven journalistic writing and editing skills in a variety of formats for various audiences
* Ability to professionally represent the University and to interact well with a wide range of individuals and organizations, in person, by phone and in written communications
* Experience successfully managing multiple projects under tight deadlines
* Experience organizing projects with a large number of details, and coordinating work with multiple partners
* Ability to work as part of a team, but also independently manage work
* Ability to effectively photograph people and events
* Ability to easily learn and utilize computer applications, including graphics software
* Working knowledge of Microsoft Office applications including Word and Excel
* Working knowledge of Photoshop or equivalent photo editing software

**Preferred:**

* Knowledge of, and experience working with media outlets to successfully pitch stories, particularly arts/features reporters in Maine media
* Working knowledge of Adobe Creative Suite software, specifically Photoshop, InDesign, Illustrator and Acrobat
* Familiarity working with CMS (Content Management Systems) such as WordPress or Drupal
* Experience developing and/or contributing to a long-term communication plan that supports a branding and messaging strategy.

***For Human Resources Use***

**Date Revised: 1-2020**

**Job Family: 17**

**Salary Band: 102**

**Unit: UMPSA**

**Employee: vacant**

**Position #: 00022301**