

**PROFESSIONAL POSITION DESCRIPTION**

**Position Title:** Public Relations Associate – Workforce and Career Engagement

**Division:** Enrollment and Marketing

**Department:** Public Affairs

**Location:** Portland Campus- 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 (PRA) reports to the Director of Strategic Messaging with a dotted line to the Vice President of Workforce Engagement and collaborates with the division of Workforce Engagement and the USM Career & Employment Hub as well as the University’s Public Affairs team. The PRA provides direct project coordination and support for a variety of initiatives in the Workforce Engagement Division in addition to duties within Public Affairs. The PRA maintains data and collects reporting information and creates and guides the messaging on various media platforms for the University with specific focus on promoting internal and external messages pertaining to career-related services for students and developing narratives that illustrate internship possibilities, career outcomes and ROI associated with a USM education.

The Public Relations Associate’s work is guided by USM’s Service Promise - *Student Focused Every Day* – and Values - *Responsiveness, Respect & Care, Integrity, and Equity*.

**ESSENTIAL FUNCTIONS:**

* The position will have a particular, but not exclusive, focus on Workforce Engagement in support of career preparedness of students, with 50% of their time devoted to such. The remaining 50% of the workload will be in support of Public Affairs project work as assigned by the Director of Strategic Messaging.
* Maintains, supports, installs and creates data gathering programs to collect relevant data points for reporting.
* Redesign, maintain and update department websites as assigned.
* Updates, develops and supports multi-media platforms of communication for Workforce Engagement, USM’s Career & Employment Hub and Professional Development Programs.
* Identify, research, write copy and promote/distribute news to external and internal audiences through social media posts, press releases, media advisories, web news articles, and designated calendars of events. Moderates and responds to social media comments.
* Creates, authors, edits and/or distributes information and print materials to key stakeholders on behalf of USM’s Career & Employment Hub and Professional Development Programs.
* Develops, collects and oversees stakeholder contact information and database.
* Develops all stakeholder resources for Workforce Engagement, such as; resource guides, reports, data and collateral materials.
* Provides professional-level support for special projects related to USM’s Career & Employment Hub, Professional Development Programs and Public Relations.
* Provides general administrative support to the Vice President of Workforce Engagement, the Career & Employment Hub, Professional Development Programs and Public Affairs.

**SPECIAL ESSENTIAL FUNCTIONS/RESPONSIBILITIES\*:**

* Proven experience with Desktop publishing software and graphic design.
* Excellent writing skills as evinced by a portfolio of journalism, marketing or public relations work.

**SUPERVISORY RESPONSIBILITIES:** None

**BUDGET RESPONSIBILITIES:**

Under the supervision of the Director of Strategic Messaging, the Public Relations Associate monitors and advises on expenditures related to the department budget associated with university initiatives.

**INTERNAL AND EXTERNAL CONTACTS:**

**Internal:** Working with faculty, staff and other internal key stakeholders, extensive and wide ranging as necessary to perform primary responsibilities.

**External:** Marketing and/or advertising agencies and freelancers,various employer organizations and area community colleges as needed to perform primary responsibilities.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

* Basic understanding of website and social media best practices, website development, search engine optimization (SEO) principles, and accessibility guidelines.
* Experience with HTML.
* Experience with Adobe Creative Cloud or Suite.
* Experience in content management with Drupal, WordPress or similar CMS.
* Project management skills and the ability to balance several projects with tight deadlines simultaneously with prioritization guidance from supervisor.
* Strong photography skills and photo-editing skills with Photoshop
* Ability to provide status updates to the team as needed to ensure timely and successful completion of projects.
* Strong attention to detail.
* Strong interpersonal and communication skills.
* Ability to work as a member of a team and collaborate with others.
* Excel at learning new technology, software, and online tools.

**QUALIFICATIONS:**

**Required:**

* Bachelor’s degree and four or more years of related experience
* Some experience with Adobe Creative Suite (InDesign, Illustrator, Acrobat and Photoshop).
* Experience building out a database and monitoring/updating web page content.
* Project management skills and the ability to balance several projects with tight deadlines simultaneously with prioritization guidance from supervisor.
* Familiarity with web design and social media platforms.
* Ability to provide status updates to the team as needed to ensure timely and successful completion of projects.
* Strong verbal and written communication skills.

**Preferred:**

* Experience with project coordination in an academic setting or equally complex setting.
* Experience using CMS (Content Management Systems)

***For Human Resources Use***

**Date Approved: 6/2020**

**Date Revised:**

**Job Family: 17**

**Salary Band: 03**

**Unit: UMPSA**

**CUPA code:**

**Employee:**

**Position #: 00024616**