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| **Working Title:** | **Public Relations Coordinator** |
| Job Code Title: | Public Relations Coordinator |
| Job Code Number: | 100494 |
| Department Name: | ITS Administration - Communications |
| Salary Range: | $39,615 - $48,000 |
| FLSA Status: | Non-Exempt / Salary Level 4 |
| Replacement: | Jessica Rohr, PCN 1685 (LDW 01/28/2018) |
| External Boards | (If needed: Shortcode charged: 181632) |
| Comments: | Use to explain special situation such as end dated or underfill, etc. |

**HOW TO APPLY** (Standard language - do not change)

A cover letter and resume are required; the cover letter must be PAGE 1 of your resume. The letter should:

(1) Specifically outline the reasons for your interest in the position

(2) Outline your particular skills and experience that directly relate to this position

(3) Provide your current or ending salary

Starting salary ($39,615 - $48,000) will vary depending on qualifications and experience of the selected candidate.

**JOB SUMMARY** *(Copy and paste all from Job Description)***:**

Information and Technology Services (ITS) at the University of Michigan has an immediate opening for a Public Relations Coordinator (PR Coordinator). As a member of the ITS Communications team, the ideal candidate will be flexible and comfortable multi-tasking in a fast-paced, evolving environment, and will:

* build and maintain collaborative working relationships with colleagues across ITS, campus, and Michigan Medicine.
* be organized and work well independently.
* work with others to ensure the planning and execution of communication deliverables meet the objectives.
* serve as editor of the internal newsletter.

This position will report to the Associate Director for Communications and work closely with other communications specialists and colleagues across ITS to support marketing and communications strategies for projects and organizational initiatives. ITS Communications provides strategic communication planning and comprehensive services for the departments of ITS and for special initiatives sponsored by the Office of the Vice President for Information Technology and Chief Information Officer.

The PR coordinator will support marketing and communications projects and organizational initiatives with high visibility. The role will be responsible for the development of original work product, writing, editing and curating content for a variety of outlets, including email, web, print, and social media. In addition, the role will support the implementation of marketing strategies and assists with research and analysis.

The candidates selected for an interview will be required to provide work samples that support communication aspects of this role.

For more information about ITS organization, please visit our website: <http://www.its.umich.edu/>

**RESPONSIBILITIES** *(Copy and paste key responsibilities from Job Description)***:**

As a PR Coordinator for the ITS Communications team at the University of Michigan, your position’s key responsibilities include, but are not limited to, the following:

* Create original work product with guidance from senior team members; write and edit online and print publications for newsletters, targeted emails, press releases, brochures, manuals, presentations, and websites.
* Review, edit, and deliver targeted email communications.
* Review and edit content to ensure it conveys a consistent organizational message and adheres to U-M and organizational formats, style, language, and branding standards.
* Assist in determining marketing and promotional needs associated with production support and ongoing communication efforts.
* Assist with planning, coordinating, and executing communication and marketing efforts for a variety of small to medium projects and initiatives.
* Assist with event planning and coordination.
* Assist with social media content calendar and campaigns.
* Assist with content strategy/content management for ITS’s internal website.
* Learn new tools to support organizational communication needs.
* Assist with marketing and audience research and analysis.
* Provide some administrative support for the team (e.g., meeting planning and scheduling).
* Provide regular status updates to team and/or management.
* Participate in training and professional development activities.

**ORGANIZATIONAL COMPETENCIES**

Successful candidates will be expected to demonstrate in this role the following organization competencies, but not limited to: (Standard language. Do not change)

*Copy and paste key competencies at least 3 from Job Description - NOTE: competencies language changes with level selected*:

*BUILDING RELATIONSHIPS/ INTERPERSONAL SKILLS* - Demonstrated ability to develop and maintain positive and cooperative relationships, inside and outside of workgroup, interacting in a friendly, open, honest, and accepting manner.  Maintains agreed upon levels of confidentiality.

*CREATIVE PROBLEM SOLVING* - Demonstrated ability to prevent and solve simple problems, seeking help from others when required. Generates new ideas and goes beyond the status quo.

*COMMUNICATIONS* - Demonstrated ability to communicate clearly, correctly, knowledgeably, and effectively both verbally and in writing. Uses appropriate methods of communication (email, face-to-face, etc.) to achieve desired results.

*FLEXIBILITY/ADAPTABILITY TO CHANGE* - Understanding and accepting the need for change, cooperating in implementation, and constructively voicing concerns and proposing alternatives. Ability to assist in the implementation of changes within established and changing deadlines.

**REQUIRED QUALIFICATIONS** *(Copy and paste all from Job Description)* **:**

* Bachelor’s degree in a related field (Marketing, Communications, or Public Relations).
* 1 year of directly-related professional work experience or internship.
* Foundational knowledge of concepts, practices, and procedures of public relations/marketing/communications.
* Basic understanding of HTML and website design.
* Proficient with Dreamweaver or other HTML editing software.
* Demonstrated experience with print and online communications, including web, targeted email, and social media.
* Demonstrated ability to write using clear and concise language.
* Familiar with AP Style guidelines.
* Strong attention to detail and editing skills.
* Proficient with Google Suite, Microsoft Office Word, Excel, PowerPoint, and calendaring.
* Good organizational and time management skills with the ability to complete multiple tasks within established and changing deadlines.
* Ability to take direction and follow through on commitments to completion.
* Excellent interpersonal and verbal communication skills.
* Demonstrated ability to handle confidential and sensitive information.

**DESIRED QUALIFICATIONS** *(Copy and paste all from Job Description)* **:**

* Work experience in an agency or higher education setting.
* Proficient with InDesign or other graphic design and layout software.
* Experience with Drupal web functionality and content management.
* Extensive experience with a variety of social media channels and writing techniques within a marketing context.
* Experience with data collection and assessment via web metrics, surveys, or other applications.
* Experience working with graphic artists, photographers, and printers.

**WORK SCHEDULE**

Punctual, regular, and consistent attendance is required. May require a flexible work schedule and working during non-business hours based on business needs.

**WORK LOCATIONS**

Primary location is in the Arbor Lakes building, located at 4251 Plymouth Rd. Will require travel to various locations on campus

**ADDITIONAL INFORMATION**

The University of Michigan was featured as one of the "Great Colleges to Work For" in the 2016 [Chronicle of Higher Education](http://chronicle.com/interactives/greatcolleges16?cid=cp47).

The University of Michigan is a recipient of the 2015 Seal of Distinction by the [WorldatWork Alliance](http://www.awlp.org/awlp/seal/recipients.html), recognizing strategies and practices that help employees achieve success in work-life effectiveness.

The University of Michigan is ranked as the 14th top university in the world, up five spots from last year, according to the [2016 Times Higher Education World Reputation Rankings](https://www.timeshighereducation.com/world-university-rankings/2016/reputation-ranking)!

This position may work with and/or support systems that maintain or process sensitive institutional data as defined by university policy.   Successful candidates must comply with federal, state, and local law, and/or university policies or agreements that require the university to implement specific privacy and security safeguards, including but not limited to ITAR, EAR, HIPAA, and FISMA. Responsible for protecting data and information from unauthorized release or from loss, alteration, or unauthorized deletion; and, following applicable regulations and instructions regarding access to computerized files, release of data, etc. as stated in a computer access agreement which the incumbent signs.

**Additional Requirements/Physical Demands**

Candidate must regularly move throughout the office environment and must frequently operate a computer to complete work and tasks.

**APPLICATION DEADLINE**

Job openings are posted for a minimum of seven calendar days. This job may be removed or extended from posting boards and filled any time after the minimum posting period has ended. Please check <http://umjobs.org> for updates on the Job Detail section of the posting to confirm application deadline.

**UM EEO/AA STATEMENT**

The University of Michigan is an equal opportunity/affirmative action employer.

The University of Michigan Information and Technology Services seeks to recruit and retain a diverse workforce as a reflection of our commitment to serve the diverse people of Michigan, to maintain the excellence of the university, and to offer our students richly varied disciplines, perspectives, and ways of knowing and learning.

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**HR USE ONLY BEYOND THIS POINT:**

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**External Board Updates:**

* 04/28/2016 - Dice.com
* 04/28/2016 - Monster.com

**ACTION:** In eRecruit Posting – USE font Arial, size 12 and check spacing.

**ACTION:** Select 0 - On Approval Date, then type number of days to post for both External and Internal

**ACTION:** Print Job Opening Posting Form and write JP# and External Board posted and short code - Give to Matt.

**Do Not Use For This Position:**

Punctual, regular, and consistent attendance is required. May require a flexible work schedule and working during non-business hours based on business needs. Require on-call availability outside normal working hours.

Will require travel to various locations on campus

Successful candidate must meet the requirements of operating a University owned vehicle, and possess a valid driver's license with less than 7 points.

Candidate must regularly move throughout the office environment, must frequently operate a computer to complete work and tasks, and may be required to move equipment weighing up to 120 pounds.

This position may work with and/or support systems that maintain or process sensitive institutional data as defined by university policy.   Successful candidates must comply with federal, state, and local law, and/or university policies or agreements that require the university to implement specific privacy and security safeguards, including but not limited to ITAR, EAR, HIPAA, and FISMA. Responsible for protecting data and information from unauthorized release or from loss, alteration, or unauthorized deletion; and, following applicable regulations and instructions regarding access to computerized files, release of data, etc. as stated in a computer access agreement which the incumbent signs.

**\* Underfill notice:** *This position will be filled at the xxx level salary range of $xxx - $xxx as the primary goal.  The requirements listed below reflect the xxx level expectation.  However, those with lesser experience are encouraged to apply and may be considered if primary goal is not met.  Lesser experience candidates will be reviewed at an xxx level salary range of $xxx - $xxx.*

**New Physical Demands Language:**

Candidate must regularly move throughout the office environment.

Candidate must frequently operate a computer to complete work and tasks.

Candidate must remain stationary for prolonged periods of time throughout the workday. (example for: Service Center)

Candidate may be required to move equipment weighing up to xxx pounds.

Punctual, regular, and consistent attendance is required.

The selected candidate will be conducting work in a stationary position for a normal amount of time and have the ability to move around an office environment; able to conduct work at a computer.

Staff members are required to provide and maintain his or her own high-speed residential Internet connectivity services.



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