

Career Group Concept & Illustrative Examples of Work

Public Information, Public Events Planning and Publications

(To Replace: UH Editor I-IV, UH Press Executive Editor, UH Publications Specialist I-IV, UH Press Publications Manager, UH Sports Marketing Officer, UH Theater Manager, UH Theater-Stage Manager, UH Research Publications Manager, UH Public Information Officer I-III & VI, UH Press Marketing Officer I-V, UH Sports Information Officer, Scientific Illustrator I-II, UH Photographer I-II, UH Microphotographer, and UH Administrative & Fiscal Support Specialist,)

Career Group Concept:

The Public Information and Publications Career Group consists of positions that provide support to and/or management of public and media relations, promotions/marketing and sales, communications, theater operations and/or fundraising activities ranging in scope from a specific program to University-wide initiatives. Positions in the Career Group range from entry level practitioner positions to positions of subject matter experts and/or program managers/administrators with responsibility to direct and oversee programmatic policies, program operations to include strategic planning, program development and service delivery.

Illustrative Examples of Work:

Note: The “Illustrative Examples of Work” are intended to serve as guides - not absolute standards. A position may be assigned to this Career Group when it meets the Career Group Concept and the majority of the position’s work time is associated with the performance of some of the described duties and responsibilities performed by positions in the Career Group.

Editing & Publications: Edits scholarly or scientific manuscripts or journals for technical errors, correction of grammar and stylistic inconsistencies; writes copy for catalogs, advertisements or book jackets and conducts promotional campaigns; seeks manuscripts for publication and then reviews, evaluates and recommends manuscripts for purposes of determining publishable potential; executes a production cycle or aspects thereof involving formatting and laying out of materials including graphics to be published, designing of materials, conduct of cost analyses, copyrighting and/or registration of publications, estimating unit costs, creating and maintaining financial records, promoting the publication, supervising/coordinating printing, scanning, photo typesetting or other preparation of materials that may include the preparation, execution and administering printing contracts (domestic or foreign) and printing specifications and coordinates the

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delivery/distribution of printed publications; plans, directs and supervises program operations to include the promulgation, implementation, interpretation and maintenance of policies, procedures, practices and systems; and supervises subordinate level professional, technical and/or clerical personnel.

Promotions, Marketing & Theater Operations: Plans, develops, implements and coordinates a promotional, public relations and fund-raising program in association with the University or University affiliated programs; develops, promotes and, as necessary, participates in the negotiation with vendors and sponsors in the marketing plans; participates in and/or directs a variety of activities, e.g., conduct of various studies, e.g. sales and market analyses, promote and enhance sales; plans, organizes and participates in the administration and operations, to include stage management, of a theater; plans and coordinates special events; plans, directs and supervises program operations to include the promulgation, implementation, interpretation and maintenance of policies, procedures, practices and systems; and supervises subordinate level professional, technical and/or clerical personnel.

Public Information: Prepares, designs and delivers information for release orally or in writing to the media and general public; prepares speeches, annual reports and other public statements for University officials; advises program managers and executives on media and public relations; plans, directs and supervises program operations to include the promulgation, implementation, interpretation and maintenance of policies, procedures, practices and systems; and supervises subordinate level professional, technical and/or clerical personnel.

Illustration and Photography: Creates, designs and produces scientific drawings, charts, graphs, diagrams and sketches utilizing traditional techniques; performs skilled commercial photography and/or microphotography of still and/or motion pictures, drawings, scientific specimens and other materials; utilizes special photographic techniques to process, print and enlarge films, slides and copies of x-rays; designs special equipment and processing formulas; plans, directs and supervises program operations to include the promulgation, implementation, interpretation and maintenance of policies, procedures, practices and systems; and supervises subordinate level professional, technical and/or clerical personnel.