


## UNIVERSITY AND COMMUNITY RELATIONS PROGRAM OFFICER

This is administrative and staff work in planning, developing, and directing the community and alumni relations, public relations and special events, and/or creative services programs of the Office of University and Community Relations. A position in this class is responsible for advising the Executive Director of University and Community Relations on matters relating to the specific programs under its purview and directing these programs on a systemwide basis. Work involves developing policies and strategies related to the University's direction and position on issues of interest to the pertinent groups and general public and responding on behalf of the Executive Director of University and Community Relations to media, legislature, community and interest groups, etc.

A position in this class may be responsible for any one of the following programs: legislative, community and alumni affairs support; public information, publications, and broadcast and electronic media; and public relations, special events and marketing. Work reflects developing systemwide policies and strategies pertaining to programs; serving as a liaison and representative of the Executive Director of University and Community Relations and the University with the State Legislature, Office of the Governor, and Office of Information Practices; coordinating the University's compliance with Chapter 92F, HRS, the Uniform Information Practices Act (UIPA); developing and preparing background materials on the University's position on emerging and existing issues; overseeing the design, photography, preparation and editing of various print publications and other media formats (radio, video, web, etc.); serving as consultant with departments systemwide on communication, public relations and marketing strategies and methods; enhancing the image of the University through initiatives and efforts with internal and external groups; developing, planning and directing University events and activities to foster new and continued effective relationships with university administrators and units, community leaders, alumni, major donors and donor prospects, friends, students and other targeted audiences; and meeting University's strategic plan, goals, objectives and priorities.

Work requires professional experience in communications and public relations; considerable knowledge of the principles and practices of public and media relations; ability to establish and maintain effective working relationship with executives, faculty, staff, students and representatives of the media and the general public; and ability to work under pressure and meet deadlines. Supervision is exercised over a staff of professional, technical and clerical personnel. Work is performed under general direction from the Executive Director of University and Community Relations and is reviewed on the basis of results achieved.

The amendment and retitling of the class University Relations Program Officer to University and Community Relations Program Officer is approved effective May 16, 2000.



Senior Vice President for Administration

JUL 25 2000

Date