Job Title: Public Relations Specialist

BCAT Code: 09MX19                      Effective Date: April 1, 2007
Pay Grade: G14  FLSA Status: Exempt     Revision Date: July 1, 2013

General Description
Develops, coordinates, and implements, communication programs.

Examples of Duties
- Writes and disseminates press releases and public service announcements on various University related topics, such as faculty and student programs.
- Tracks the news coverage concerning the University and related organizations.
- Serves as liaison between the University community and the news media.
- Writes and edits feature stories for University publications.
- Assists the faculty and staff in preparing for contact with the media.
- Writes newsletters for internal and external distribution.
- Prepares promotional brochures, newsletters, and advertising.
- Coordinates community service projects.
- Researches data.
- Conducts interviews to write news stories.
- Performs other related duties as assigned.

Knowledge, Skills and Abilities
- Knowledge of media relations.
- Knowledge of University departments, events, and related items.
- Knowledge of printing, design, and publication techniques.
- Knowledge of Standard English grammar.
- Knowledge of the Associated Press Stylebook and media laws.
- Effective oral and written communication skills.
- Effective organizational skills.
- Effective time management skills.

Minimum GSU Hiring Standards
Bachelor’s degree and two years of related experience; or a combination of education and related experience.

The above is a general description of duties performed by employees holding this job title and does not represent a complete list of duties that may be assigned to an employee.