Job Title: Public Relations Coordinator

BCAT Code: 09MX18 Effecive Date: April 1, 2007
Pay Grade: G16 FLSA Status: Exempt Revision Date: July 1, 2013

General Description
Plans, coordinates, and markets media relations programs for a college or organization.

Examples of Duties
- Plans and coordinates special events sponsored by various University programs.
- Provides guidance to leaders of various student organizations.
- Develops brochures, flyers, etc. in order to advertise program events.
- Monitors the organization advertising budgets.
- Serves as liaison between the organization and the public.
- Writes press releases and news stories.
- Develops media relations plans.
- Writes newsletters for internal and external use.
- Serves as writer or researcher for a University or college administrator.
- 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 Association 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 four years of related experience; or high school diploma or GED and eight years of related experience; or a combination of education and related experience.