General Description
Provides advance level support for the various public relations media available to the college, such as the college magazine, the web, academic marketing brochures, internal communications.

Examples of Duties
- Writes news stories, advertising, academic promotional and related material.
- Makes editorial suggestions and conducts research interviews.
- Edits copy; provides review drafts and final copy for items, such as magazine stories, news releases, web copy, marketing brochures, ad copy, social media copy, speaking points, presentations, etc.
- Coordinates various content related photo shoots.
- Works with the Design Coordinator on specific marketing projects.
- Assists in maintaining the college mailing list database.
- Updates the media contact database.
- Contributes to social media efforts.
- Performs other public relations duties as needed.

Knowledge, Skills and Abilities
- Knowledge of Standard English grammar.
- Knowledge of computer software and equipment used in publishing.
- Knowledge of publication design principles.
- Knowledge of printing, photography, and typesetting processes.
- Effective oral and written communication skills.
- Persuasive writing and communication skills in a higher education/university or nonprofit setting.
- Ability to work with people from various professional backgrounds.
- Ability to understand complex and highly technical ideas and communicate them in lay terms.

Minimum GSU Hiring Standards
Bachelor’s degree in English, Journalism, or a related field and two years of related experience; or high school diploma or GED and six 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.