



Cornell University Staff Compensation Program Generic Job Profile Summaries

Communications Job Family: **Communications Specialist Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA.***

GENERIC JOB PROFILE SUMMARIES

Specialty	Communications Specialist II INDIVIDUAL CONTRIBUTOR	Communications Spec III INDIVIDUAL CONTRIBUTOR	Communications Spec IV INDIVIDUAL CONTRIBUTOR	Communications Mgr I MANAGEMENT	Communications Mgr II MANAGEMENT	Communications Mgr III MANAGEMENT
Content Creation	Organize, create, and produce written content within a budget, timeline and other potential constraints of the client.	Conceptualize, organize, create, and produce written content within a budget, timeline and other potential constraints of the client.	Conceptualize, create, and produce written content; Develop budget, timeline and scope.	Conceptualize, create, and produce written content; Develop budget, timeline and scope.	Conceptualize, develop and direct production of written content; Develop budget, timeline and scope.	
	May assist with developing statements and internal messaging.	Assist with developing statements and internal messaging.	Develop statements and internal messaging.	Develop statements and internal messaging.	Direct development and implementation of statements and internal messaging.	
	Develop and write content for social media platforms. May assist in developing social media strategy.	Develop and write content for social media platforms. Serve as a lead for implementing social media strategy, assist in developing the strategy.	Develop and oversee the implementation of the social media strategy.	Develop and oversee the implementation of the social media strategy.	Direct the development and implementation of the social media strategy.	
Project Management	Assist with developing and formalizing project requirements/scope; assign resources and set project deadlines.	Develop and formalize project requirements/scope; assign resources and set project deadlines; conceptualize project specifications.	Develop and manage project scope including review of cost estimates and specifications for both short- and long-term projects; may work with leadership on scope	Develop and manage project scope including review of cost estimates and specifications for both short- and long-term projects; may work with leadership on scope	Partner with unit leadership in strategy development, direction and implementation of strategic priorities; identify unique requirements for major projects and ensure needs are	Lead and develop the long-term strategic direction and implementation of strategic priorities for the unit and university; identify unique requirements for major

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			development, tracking deliverables/approval, and communicating status; ensure needs are met.	development, tracking deliverables/approval, and communicating status; ensure needs are met.	met from multiple areas of the university; Develop project management systems and manage expectations from multiple high-level stakeholders.	projects and ensure needs are met from multiple areas of the university; Develop project management systems and manage expectations from multiple high-level stakeholders.
	Assist with external vendors and communication freelancer relationships.	Partner on projects with external vendors and communication freelancers.	May oversee relationships with external vendors and communication freelancers.	Oversee relationships with external vendors and freelancers.	Oversee relationships with external vendors and freelancers.	Lead the facilitation of identifying optimal external vendors and freelancers
Strategic Planning	Collaborate with others to develop internal and external communication and marketing goals using various methods of print and/or electronic media.	Assist in designing and implementing communication and marketing strategies to connect the mission, goals, priorities and accomplishments to both internal and external audiences using various methods of print and/or electronic media.	Design and implement communication and marketing strategies to connect the mission, goals, priorities and accomplishments to both internal and external audiences using various methods of print and/or electronic media.	Design and implement communication and marketing strategies to connect the mission, goals, priorities and accomplishments to both internal and external audiences using various methods of print and/or electronic media.	Design and direct communication and marketing strategies to connect the mission, goals, priorities and accomplishments to both internal and external audiences using various methods of print and/or electronic media.	Provide leadership and direction for communication strategies to connect the mission, goals, priorities and accomplishments to both internal and external audiences using various methods of print and/or electronic media.
Relationship Building	Foster on-going relationships with faculty, administrators, staff and students to keep current on key issues, current projects and accomplishments; consult with clients to develop solutions to meet communication needs.	Foster on-going relationships with faculty, administrators, staff and students to keep current on key issues, current projects and accomplishments; consult with clients to independently assess solutions to meet communication needs. Act as an internal consultant to units/departments.	Foster on-going relationships with faculty, administrators, staff and students to keep current on key issues, current projects and accomplishments; consult with clients to develop, implement and evaluate strategies to meet communication needs. Act as an internal expert and consultant to units/departments.	Foster on-going relationships with faculty, administrators, staff and students to keep current on key issues, current projects and accomplishments; consult with clients to develop, implement and evaluate strategies to meet communication needs. Act as an internal expert and consultant to units/departments.	Foster on-going relationships with faculty, administrators, staff and students to keep current on key issues, current projects and accomplishments; counsel clients on effective use of communications; develop and implement strategies. Act as an internal expert and consultant to unit leadership on communication matters.	Partner with key leadership in university-wide development, direction and implementation of strategic communications priorities. Identify opportunities, challenges and emerging issues and partner with senior leadership to identify, develop and implement solutions. Act as an internal expert and lead on university-wide communications matters.

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Data Analytics	Research and compile data for the purpose of analyzing metrics.	Research and analyze metrics and trends, measure performance and track audience engagement. Establish benchmarks and interpret data to provide process improvement recommendations.	Research and analyze metrics and trends, measure performance and track audience engagement. Refine strategies and continuous enhancement of content effectiveness.	Research and analyze metrics and trends, measure performance and track audience engagement. Refine strategies and continuous enhancement of content effectiveness.	Develop and analyze metrics, identify trends and evaluate gaps. Oversee strategies to promote continuous enhancement of content effectiveness.	Develop and analyze metrics that demonstrate the impact of communications to meet the university's and University Relation's strategic needs.
Brand Awareness	Maintain effective communication with college/school/unit peers and campus partners to reinforce brand awareness.	Implement planning, execution and maintenance of effective communication and marketing efforts with departments to reinforce and enhance brand awareness.	Develop and ensure effective execution of strategic planning communication and marketing efforts to reinforce and enhance brand awareness.	Develop and manage strategic planning, implementation and execution, of effective communication and marketing efforts with departments to reinforce and enhance brand awareness. May develop and implement brand awareness and management initiatives to align with university priorities and college/unit identity.	Direct, design and implement strategic planning, execution, and maintenance of effective communication and marketing efforts with key leadership to reinforce and enhance brand awareness. May develop and implement brand awareness and management initiatives to align with university priorities and college/unit identity.	Facilitate strategic planning, execution, and maintenance of effective communication across the university. Provide vision and leadership in developing, promoting, and implementing an integrated strategic communications plan. Lead complex, cross-campus brand awareness and management initiatives to align with university priorities and college/unit identity.
	Implement and promote the unit's visual guidelines to maintain integrity of Cornell University branding; stay abreast of the latest design trends and technology and experiment with how to integrate them into the organization's brand.	Implement and promote the unit's visual guidelines to maintain integrity of Cornell University branding; stay abreast of the latest design trends and technology and experiment with how to integrate them into the organization's brand.	Develop, implement and promote the unit's visual guidelines to maintain integrity of Cornell University branding; stay abreast of the latest design trends and technology and experiment with how to integrate them into the organization's brand.	Develop, implement and promote the unit's visual guidelines to maintain integrity of Cornell University branding; stay abreast of the latest design trends and technology and experiment with how to integrate them into the organization's brand.	Develop, promote and integrate the unit's visual guidelines to maintain the integrity of Cornell University branding. Direct the development of innovative new products/services that are in line with the brand promise, vision, and position; measure and track product, program, and service life cycles; evaluate	Responsible for the development, promotion and integration of the University's visual guidelines to maintain the integrity of Cornell University branding. Lead the development of innovative new products/services that are in line with the brand promise, vision, and position; measure

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					and assess their effectiveness; monitor brand promise, vision, and position to preserve and protect the integrity of the brand.	and track product, program, and service life cycles; evaluate and assess their effectiveness; monitor brand promise, vision, and position to preserve and protect the integrity of the brand.
Supervision		May assist with recruiting, hiring, training and evaluating staff; set priorities and ensure required activities are accomplished in a timely manner.	May assist with recruiting, hiring, training, and evaluating staff; set priorities and ensure required activities are accomplished in a timely manner.	Supervise staff, conduct performance management, performance dialogues, provide ongoing coaching and counseling and growth and professional development opportunities.	Lead and supervise staff; conduct performance management, performance dialogues, provide ongoing coaching and counseling and growth and professional development opportunities.	Lead and direct staff; conduct performance management, performance dialogues, provide ongoing coaching and counseling and growth and professional development opportunities.
Budgets	Monitor project budgets.	Assist in developing project budgets.	Develop project budgets.	Develop project budgets.	Manage operating budget and develop project budgets.	Oversee central operating budget and develop project budgets.
Communication Tools	Assist in researching and making recommendations concerning the acquisition of tools to communicate more effectively and efficiently.	Research and make recommendations concerning the acquisition of tools to communicate more effectively and efficiently.	Assist in implementing tools used to communicate more effectively and efficiently.	Implement tools used to communicate more effectively and efficiently.	Implement tools used to communicate more effectively and efficiently.	Oversee the tools used university wide to communicate more effectively and efficiently.

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	10154 COMMUNICATIONS SPECIALIST II, BAND E	10155 COMMUNICATIONS SPECIALIST III, BAND F	12304 COMMUNICATIONS SPECIALIST IV, BAND G	10151 COMMUNICATIONS MANAGER I, BAND G	10152 COMMUNICATIONS MGR II, BAND H	12319 COMMUNICATIONS MGR III, BAND I
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	Bachelor's degree and 2 to 4 years relevant experience or equivalent combination.	Bachelor's degree and 3 to 5 years relevant experience or equivalent combination.	Bachelor's degree and 5 to 7 years relevant experience or equivalent combination.	Bachelor's degree and 5 to 7 years relevant experience or equivalent combination.	Bachelor's degree and 7 to 10 years relevant experience or equivalent combination.	Bachelors degree and more than 10 years relevant experience or equivalent combination.
IMPACT	Moderate impact	Moderate impact	Moderate impact	Moderate impact	Substantial impact	Substantial impact
CONTACTS - INSIDE	Provide guidance Coordinate activities	Provide guidance Coordinate activities	Provide guidance Coordinate activities	Coordinate major activities Persuade others to take particular course of action	Coordinate major activities May involve sensitive situations	Coordinate major activities May involve sensitive situations
CONTACTS - OUTSIDE	Provide/receive guidance, advice or information that must be analyzed and developed by the position	Develop and make presentations and negotiate with others	Develop and make presentations and negotiate with others	Develop and make presentations and negotiate with others	Develop and make presentations and negotiate with others	Develop and make presentations and negotiate with others
CONTACTS - STUDENTS	Limited contact	Limited contact	Limited contact	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction	Limited contact
SUPERVISION	None give	None given	Day-to-day supervision to employees within the dept	Day-to-day supervision to employees within the dept	Day-to-day supervision to employees within the dept	Provide supervisory direction to other managers

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COMPLEXITY	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.	Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills.	Continually required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires conceptual and imaginative thinking in a highly complex and uncharted environment.
LEVEL OF DECISION MAKING	Responsible for making decisions within prescribed limits and/or providing input to others for decision-making	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible making decisions concerning policy-setting, research, planning, or students
FREEDOM OF ACTION	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Very general Supervision Interpretation of work policies and procedures required. May deviate from standard work practices	Little direct supervision Considerable latitude for exercising judgment and self-direction	Little direct supervision Considerable latitude for exercising judgment and self-direction
EFFECT OF DECISION MAKING	Directly affect a functional area Minimal effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees	Directly affect several dept within a college Significant effect on students and employees	Directly affect several dept within a college Significant effect on students and employees	Directly affect several dept within a college Significant effect on students and employees	Directly affect several depts within a college, school, or administrative unit Significant effect on students and employees
WORKING CONDITIONS	Normal working conditions including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required	Normal working conditions including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required