



Communications Job Family: **Communications Assistant 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.

GENERIC JOB PROFILE SUMMARIES

Communications Assistant II INDIVIDUAL CONTRIBUTOR	Communications Assistant III INDIVIDUAL CONTRIBUTOR	Communications Assistant IV INDIVIDUAL CONTRIBUTOR	Communications Assistant V INDIVIDUAL CONTRIBUTOR
		Track assets to ensure that prearranged acquisition and update schedules are met.	Track assets to ensure that prearranged acquisition and update schedules are met.
	May post to social media outlets as directed by supervisor.	Collaborate with project leader to write, edit and post to social media outlets.	Collaborate with project leader to write, edit and post to social media outlets.
Prepare documents for print and electronic distribution.	Assist with the collection of publication content from department faculty and staff; prepare documents for print and electronic distribution.	Coordinate the collection of publication content from department faculty and staff, work with a freelance editor; prepare documents for print and electronic distribution.	
Prepare presentation slideshows.	Prepare presentation slideshows and add interactive media forms to the website; edit various print and electronic materials.	Prepare presentation slideshows and add interactive media forms to the website; edit and proof various print and electronic materials.	Prepare complex presentation slideshows and add interactive media forms to the website; edit and proof various print and electronic materials.
	Post and manage electronic library of updated materials and news items on intranet.	Draft, post and manage electronic library of updated materials and news items on intranet.	Write, post and manage electronic library of updated materials and news items on intranet.
Provide support to team by gathering materials, files and maintaining calendars.	Work with team to assist with meeting project(s) expected costs, timeline and deliverables; may gather materials, files and maintain calendars.	May collaborate with client to determine scope of project(s) as well as define expected costs, timeline and deliverables.	Collaborate with client to determine scope of project(s) as well as define expected costs, timeline and deliverables.

Communications Assistant II INDIVIDUAL CONTRIBUTOR	Communications Assistant III INDIVIDUAL CONTRIBUTOR	Communications Assistant IV INDIVIDUAL CONTRIBUTOR	Communications Assistant V INDIVIDUAL CONTRIBUTOR
	Collaborate with team to identify client needs/requirements.	Collaborate with team to identify client needs/requirements; recommend, develop and implement appropriate recommendations/solutions.	Identify client needs/requirements; recommend, develop and implement appropriate recommendations/solutions.
Assist with editing layouts, formats, and content, necessary to meet production objectives.	Assist with determining layouts, formats, approaches, content, levels and mediums necessary to meet production objectives.	Determine layouts, formats, approaches, content, levels and mediums necessary to meet production objectives.	Design layouts, formats, approaches, content, levels and mediums necessary to meet production objectives.
Track expenditures, supply and equipment needs.	Track and report on expenditures, supply and equipment needs.	Prepare, track and report on expenditures, supply and equipment needs.	Prepare, track and create reports of expenditures, supply and equipment needs; assist with the preparation of annual budget requests.
	May assist with gathering licenses and permissions for media usage.	Assist with gathering licenses and permissions for media usage.	Create and oversee media licenses and permissions in collaboration with University Counsel.
		Assist in the design of education and training materials and/or advertising and marketing materials using communication technology (e.g. CD's, DVD's, websites).	Assist in the development and design of education and training materials and/or advertising and marketing materials using communication technology (e.g. CD's, DVD's, websites).
Gather press clipping and maintain and organize digital assets.	Monitor and distribute a variety of communication materials including newsletters and press releases.	Distribute a variety of communication materials including newsletters and press releases.	May write and distribute a variety of communication materials including newsletters and press releases.
Assist with organizing press conferences.	Reply to routine media requests with direction and organize press conferences.	Promote positive media coverage, reply to routine media requests and organize press conferences.	Promote positive media coverage and reply to moderately complex media requests.
Assist with the coordination and promotion of special events, meetings and activities.	Assist with the coordination, promotion and facilitation of special events, meetings and activities.	Coordinate, promote and monitor special events, meetings and activities.	May plan, coordinate, promote and facilitate special events, meetings and activities.
	May assist in the reviewing and providing feedback of branding guidelines and templates; ensure print and online presence is consistent with branding guidelines.	Assist in the reviewing and providing feedback of branding guidelines and templates; ensure print and online presence is consistent with branding guidelines.	Assist in the development of branding guidelines and templates; ensure print and online presence is consistent with branding guidelines.
May assist with editing print and online materials such as newsletters, brochures and website.	Assist with creating templates, editing print and online materials such as newsletters, brochures and website.	Assist with creating templates, writing, editing and designing print and online materials such as newsletters, brochures and website.	Create templates, write, edit and oversee the design of print and online materials such as newsletters, brochures and website.

Communications Assistant II INDIVIDUAL CONTRIBUTOR	Communications Assistant III INDIVIDUAL CONTRIBUTOR	Communications Assistant IV INDIVIDUAL CONTRIBUTOR	Communications Assistant V INDIVIDUAL CONTRIBUTOR
Assist with producing correspondence, reports, documents, forms, charts and other media from clear or corrected copy or instruction.	Produce a variety of correspondence, reports, documents, forms, charts and other media from clear or corrected copy or general instruction.	Produce a variety of complex correspondence, reports, documents, forms, charts and other media from clear or corrected copy or general instruction; summarizes findings and writes reports or portions of reports.	Produce a variety of complex correspondence, reports, documents, forms, charts and other media from clear or corrected copy; summarizes findings and writes reports.
Distribute the print or online newsletter.	Assist with the creation and distribution of the print or online newsletter.	Create and distribute the print or online newsletter.	
Assist with the coordination of marketing (i.e. e-mail, letter, digital) campaigns and provide support for marketing efforts to various program staff.	Assist with the design and coordination of marketing (i.e. e-mail, letter, digital) campaigns and provide support for marketing efforts to various program staff.	Assist with the design and coordination of marketing (i.e. e-mail, letter, digital) campaigns and provide support and training for marketing efforts) to various program staff	Assist with the design of marketing (i.e. e-mail, letter, digital) campaigns and provide training to various program staff
	Edit templates of approved website layouts; duplicate, edit and troubleshoot HTML in page parts.	May create templates of approved website layouts; duplicate, edit and troubleshoot HTML in page parts to create articles, photo galleries, contextual links, tables of contents, etc.	Create templates of approved website layouts; duplicate, edit and troubleshoot HTML in page parts to create articles, photo galleries, contextual links, tables of contents, etc.
Maintain and make changes to the website as directed by the client within a content management system according to pre-established schedules.	Maintain, organize and update pages within a content management system according to pre-established schedules; make changes to the website as directed.	Draft copy, maintain, organize and update pages within a content management system according to pre-established schedules; make changes to the website as directed.	Write copy, create, maintain, organize and update pages within a content management system according to pre-established schedules; make changes to the website as directed.
	May assist with gathering licenses and permissions for media usage.	May assist with gathering licenses and permissions for media usage.	Gather licenses and permissions for media usage.
Continually review website to correct errors, typos and fix broken links.	Continually review website to catch bugs, correct errors and typos, fix broken links.	Continually review website to catch bugs, correct errors and typos, fix broken links and cross-link new resources to relevant pre-existing pages.	Continually review website to catch bugs, correct errors and typos, fix broken links and cross-link new resources to relevant pre-existing pages.
Assist with scheduling and maintaining equipment for the purpose of ensuring the availability of materials required.	Operate, schedule and maintain equipment for the purpose of ensuring the availability of materials required.	Plan, schedule and maintain equipment for the purpose of ensuring the availability of materials required.	Plan and schedule equipment for the purpose of ensuring the availability of materials required.

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	11504 COMMUNICATIONS ASSISTANT II, BAND B	11505 COMMUNICATIONS ASSISTANT III. BAND C	11506 COMMUNICATIONS ASSISTANT IV, BAND D	11507 COMMUNICATIONS ASSISTANT V, BAND E
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	Trade/Vocational/Technical School and up to 1 year relevant experience or equivalent combination	Associate's degree and up to 2 years relevant experience or equivalent combination	Associate's degree and 2 to 4 years relevant experience or equivalent combination	Associate's degree and 4 to 6 years relevant experience or equivalent combination
IMPACT	Extends beyond college/unit	Extends beyond college/unit	Extends beyond college/unit	Extends beyond college/unit
CONTACTS - INSIDE	Assists others Cooperation of task completion Handle confidential information	Assists others Cooperation of task completion Handle confidential information	Coordinate activities Contribute to group projects	Coordinate activities Contribute to group projects
CONTACTS - OUTSIDE	Straightforward business Provide factual information Handle confidential information	Straightforward business Provide factual information Handle confidential information	Conduct somewhat complex business activities Obtain involved information Provide detailed response	Conduct somewhat complex business activities Obtain involved information Provide detailed response
CONTACTS - STUDENTS	Provide information or instruction on policies/procedures	Provide information or instruction on policies/procedures	Provide information or instruction on policies/procedures	Provide information or instruction on policies/procedures

FACTOR PROFILE	11504 COMMUNICATIONS ASSISTANT II, BAND B	11505 COMMUNICATIONS ASSISTANT III. BAND C	11506 COMMUNICATIONS ASSISTANT IV, BAND D	11507 COMMUNICATIONS ASSISTANT V, BAND E
SUPERVISION	None given	None given	None given	Group leader Full responsibility for students, temporaries, and employees who do similar work Includes recommendations for hiring and performance appraisals
COMPLEXITY	Entire field tasks	Focus on an entire field	Focus on an entire field	Focus on an entire field
LEVEL OF DECISION MAKING	Responsible for making some decisions which require consideration of various criteria. Decisions are usually within limits	Responsible for making some decisions which require consideration of various criteria. Decisions are usually within limits	Responsible for making some decisions which require consideration of various criteria. Decisions are usually within limits	Responsible for making some decisions which require consideration of various criteria. Decisions are usually within limits
FREEDOM OF ACTION	Very general supervision; resolves most questions Accomplish most tasks alone Keep supervisor informed of progress	Very general supervision; resolves most questions Accomplish most tasks alone Keep supervisor informed of progress	Little guidance to accomplish work activities Rarely refers situations to the supervisor	Little guidance to accomplish work activities Rarely refers situations to the supervisor
SUPPORT SKILLS – WRITING	Provides standard responses to inquiries	Provides a non-standard response or prepares written material that requires some research	Provides a non-standard response or prepares written material that requires some research	Provides a non-standard response or prepares written material that requires some research
SUPPORT SKILLS – COMPUTER	Uses a variety of business or technical programs to complete information management or production tasks	Use business or technical programs to complete task requiring sophisticated usage	Use business or technical programs to complete task requiring sophisticated usage	Use business or technical programs to complete task requiring sophisticated usage
WORKING CONDITIONS - PHYSICAL	Lift 10 to 20 lbs.	Lift 10 to 20 lbs.	Lift less than 10 lbs.	Lift less than 10 lbs.

FACTOR PROFILE	11504 COMMUNICATIONS ASSISTANT II, BAND B	11505 COMMUNICATIONS ASSISTANT III. BAND C	11506 COMMUNICATIONS ASSISTANT IV, BAND D	11507 COMMUNICATIONS ASSISTANT V, BAND E
WORKING CONDITIONS - VISUAL	Close concentration and visual attention	Close concentration and visual attention	Close concentration and visual attention	Close concentration and visual attention
WORKING CONDITIONS - HAZARD	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.