



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

| Communications Specialist II INDIVIDUAL CONTRIBUTOR | Communications Specialist III INDIVIDUAL CONTRIBUTOR | Communications Manager I MANAGEMENT | Communications Manager II MANAGEMENT |
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| Collaborate with others to develop internal and external communication goals using various methods of print and/or electronic media. | Design 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. | Design and implement 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; plan strategic marketing communications. | Design and implement 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; plan and direct strategic marketing communications. |
| Maintain effective communication efforts with departments to reinforce and enhance brand awareness. | Implement planning, execution and maintenance of effective communication efforts with departments to reinforce and enhance brand awareness. | Oversee strategic planning, execution and maintenance of effective communication efforts with departments to reinforce and enhance brand awareness. | Direct, design and implement strategic planning, execution and maintenance of effective communication efforts with key leadership to reinforce and enhance brand awareness. |
| Assist in developing a brand awareness that is in alignment with the college/unit and University's strategic vision and mission. | Develop a brand awareness that is in alignment with the college/unit and University's strategic vision and mission. | Develop and implement a brand awareness that is in alignment with the college/unit and University's strategic vision and mission. | Develop and implement a brand awareness that is in alignment with the college/unit and University's strategic vision and mission. |
| Foster on-going relationships with faculty, administrators, staff and students to keep current on key issues, current projects and accomplishments; consult with clients concerning program specifications. | Foster on-going relationships with faculty, administrators, staff and students to keep current on key issues, current projects and accomplishments; consult with clients to evaluate program specifications. | 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. | 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. |

| Communications Specialist II INDIVIDUAL CONTRIBUTOR | Communications Specialist III INDIVIDUAL CONTRIBUTOR | Communications Manager I MANAGEMENT | Communications Manager II MANAGEMENT |
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| Meet and collaborate with clients to develop solutions to meet communication needs. | Act as internal expert to departments in matters related to communications and public relations; meet and collaborate with clients to independently assess solutions to meet communication needs. | Act as internal expert and consultant to departments in matters related to communications and public relations; develop and implement solutions to meet client communication needs. | Act as internal expert and consultant to leadership in matters related to communications and public relations. |
| | May draft press releases from primary and secondary sources; plan for interview locations and press conferences. | Draft press releases from primary and secondary sources and propose story ideas to the media; plan for interview locations and press conferences. | Develop press releases from primary and secondary sources and propose story ideas to the media; develops new approaches to increase and enhance coverage; plan for interview locations and press conferences. |
| | Engage members of the internal and external communities to help bring the brand to life. | Determine the authentic and sustainable brand, including the promise, vision, and position; engage members of the internal and external communities to help bring the brand to life. | Determine and develop the authentic and sustainable brand, including the promise, vision, and position; engage and lead members of the internal and external communities to help bring the brand to life. |
| Integrate the brand promise, vision, and position into all forms of marketing and communications. | Integrate the brand promise, vision, and position into all forms of marketing and communications. | Oversee and ensure the integration of the brand promise, vision, and position into all forms of marketing and communications. | Oversee and ensure the integration of the brand promise, vision, and position into all forms of marketing and communications. |
| Prepare project and department operating budgets. | Assist in developing department operating and project budgets. | Develop department operating and project budgets. | Develop department operating and project budgets. |
| 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 development, tracking deliverables/approval, and communicating status; identify unique requirements of each project and ensure needs are met. | Partner with leadership in strategic development, direction and implementation of strategic priorities; identify unique requirements for major projects and ensure needs are met from multiple areas of the university; Develop project management systems and manage expectations from multiple high-level stakeholders. |
| | Supervise and train staff during project preparation. | Supervise and train staff. | Provide management and supervision of staff |

| Communications Specialist II INDIVIDUAL CONTRIBUTOR | Communications Specialist III INDIVIDUAL CONTRIBUTOR | Communications Manager I MANAGEMENT | Communications Manager II MANAGEMENT |
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| Implement and promote the University'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 University'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 University'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 University's visual guidelines to maintain integrity of Cornell University branding. |
| Organize, create, and produce cost effective publications, presentations for printed and online materials within a budget, timeline and other potential constraints of the client. | Conceptualize, organize, create, and produce cost effective publications, presentations and online and printed materials within a budget, timeline and other potential constraints of the client. | Conceptualize, create, and produce cost effective publications, materials; Develop budget, timeline and scope. | Conceptualize, develop and direct cost effective publications, materials; Develop budget, timeline and scope. |
| Develop, produce, and direct videotape and radio programs; determine and arrange for appropriate design, lighting, audio support, film production, and recording conditions. | | Provide technical assistance to faculty, staff, and students on photographic and video- related problems. | |
| Research the feasibility and potential effectiveness of proposed marketing and public relations projects; direct the distribution of marketing materials. | Research and analyze the feasibility and potential effectiveness of proposed marketing and public relations projects; may develop marketing and advertising programs. | Act as department consultant for publication's marketing and advertising; plan and develop marketing and advertising programs. | Consult with key leadership to develop publication's marketing and advertising; plan and develop marketing and advertising programs. |
| Research and make recommendations concerning the acquisition of new production equipment. | | Implement new technologies. | |
| Write, design and edit direct mail pieces, online publications and newsletters. | Edit broadcasts, educational programs, brochures, monographs, working papers, and/or lectures. | Prepare articles for publication and materials for department presentations. | |
| Develop and coordinate the production and dissemination of information for the purpose of informing through print and multimedia. | Develop and coordinate the production and dissemination of information for the purpose of informing through radio, television, print, and/or multimedia. | Produce audio/visual productions for the purpose of informing audiences. | |
| Research and compile data for the purpose of analyzing issues, audiences and competitor trends as part of situational analyses. | Research and analyze issues, audiences and competitor trends as part of situational analyses. | Research and analyze issues, audiences and competitor trends as part of situational analyses. | Research and analyze issues, audiences and competitor trends as part of situational analyses. |
| | | May act as liaison between Cornell University and local government and community organizations. | Act as liaison between Cornell University and local government and community organizations. |

| Communications Specialist II INDIVIDUAL CONTRIBUTOR | Communications Specialist III INDIVIDUAL CONTRIBUTOR | Communications Manager I MANAGEMENT | Communications Manager II MANAGEMENT |
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| | | | 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 and asses their effectiveness; monitor brand promise, vision, and position to preserve and protect the integrity of the brand. |

JOB FACTOR PROFILE TABLE

| FACTOR PROFILE | 10154 COMMUNICATIONS SPECIALIST II, BAND E | 10155 COMMUNICATIONS SPECIALIST III, BAND F | 10151 COMMUNICATIONS MANAGER I, BAND G | 10152 COMMUNICATIONS MANAGER II, BAND H |
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| MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY | Bachelor's degree; 2 but less than 4 years of experience or equivalent. | Bachelor's degree; 3 but less than 5 years of experience or equivalent. | Bachelor's degree; 5 but less than 7 years of experience or equivalent. | Bachelor's degree; 7 but less than 10 years of experience or equivalent. |
| IMPACT | Moderate impact | Moderate impact | Moderate impact | Substantial impact |
| CONTACTS - INSIDE | 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 |
| 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 |
| CONTACTS - STUDENTS | Limited contact | Limited contact | Occasional contact to provide information and instruction | Occasional contact to provide information and instruction |

| FACTOR PROFILE | 10154 COMMUNICATIONS SPECIALIST II, BAND E | 10155 COMMUNICATIONS SPECIALIST III, BAND F | 10151 COMMUNICATIONS MANAGER I, BAND G | 10152 COMMUNICATIONS MANAGER II, BAND H |
|----------------------------------|---|---|---|---|
| SUPERVISION | None given | None given | Day-to-day supervision to employees within the dept | Day-to-day supervision to employees within the dept |
| 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. |
| 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 |
| 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 | 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 |
| 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 |