



Communications Job Family: **Public Affairs Officer 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

Public Affairs Officer III INDIVIDUAL CONTRIBUTOR	Public Affairs Officer IV INDIVIDUAL CONTRIBUTOR	Public Affairs Officer V INDIVIDUAL CONTRIBUTOR	Public Affairs Officer VI] INDIVIDUAL CONTRIBUTOR
Serve as portfolio/account manager on departmental accounts and/or clients.	Serve as portfolio/account manager on college/unit accounts and/or clients.	Serve as portfolio/account manager responsible for breadth of coverage across the university; manage multiple university-wide partnerships, accounts and/or clients.	Serve as portfolio/account manager responsible for breadth of coverage across the university; manage multiple key university-wide partnerships, accounts and/or clients.
Partner with departmental stakeholders to design communication strategies to connect the mission, goals, priorities and accomplishments to both internal and external audiences using various methods of media, print, etc.	Partner with college/unit directors to design and implement communication strategies to connect the mission, goals, priorities and accomplishments to both internal and external audiences using various methods of media, print, etc.; plan strategic marketing communications.	Partner with multiple college/unit directors and may partner with VP's/Deans to design and implement University-wide communication strategies to connect the mission, goals, priorities and accomplishments to both internal and external audiences using various methods of media, print, etc.; plan and direct University-wide strategic marketing communications.	Partner with VP's/Deans, President, Provost to develop, design and implement University-wide communication strategies to connect the mission, goals, priorities and accomplishments to both internal and external audiences using various methods of media, print, etc.; develop and direct University-wide strategic marketing communications.
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.	Partner in the development, implementation and promotion of 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.	Develop, promote and integrate the University's visual guidelines to maintain integrity of Cornell University branding.

Public Affairs Officer III INDIVIDUAL CONTRIBUTOR	Public Affairs Officer IV INDIVIDUAL CONTRIBUTOR	Public Affairs Officer V INDIVIDUAL CONTRIBUTOR	Public Affairs Officer VI] INDIVIDUAL CONTRIBUTOR
Implement planning, execution and maintenance of effective communication efforts with departments to reinforce and enhance brand awareness.	Participate in the creation of strategic planning, execution and maintenance of effective communication efforts with departments that reinforce and enhance brand awareness.	Direct, design and implement University-wide strategic planning, execution and maintenance of effective communication efforts with leadership that reinforce and enhance brand awareness.	Develop, direct, and implement University-wide strategic planning, execution and maintenance of effective communication efforts with key leadership that reinforce and enhance brand awareness.
Participate in the development of messaging that is in alignment with the University's strategic vision and mission.	Participate in the development and implementation of messaging that is in alignment with the University's strategic vision and mission; ensure adherence to branding and messaging guidelines.	Develop and implement a University-wide messaging that is in alignment with the University's strategic vision and mission; ensure adherence to branding and messaging guidelines.	Develop and implement highly sensitive University-wide messaging that is in alignment with the University's strategic vision and mission; ensure adherence to branding and messaging guidelines.
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.	Foster on-going relationships with faculty, administrators, project managers, staff and students to keep current on key issues, current projects and accomplishments.	Foster on-going relationships with faculty, administrators, project managers, staff and students to keep current on key issues, current projects and accomplishments.
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 University-wide communications and public relations.	Act as internal expert and lead matters related to University-wide communications and public relations.
Partner with departments to research and analyze issues, audiences and competitor trends as part of communications products and techniques.	Lead research and analyze issues, audiences and competitor trends as part of communications products and techniques.	Lead and ensure necessary changes based on finding in research and analysis of issues, audiences and competitor trends as part of communications products and techniques.	
Partner with stakeholders to develop and formalize project requirements/scope; assign resources and set project deadlines; conceptualize project specifications.	Partner with stakeholders to 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 University-wide strategic development, direction and implementation of strategic priorities; identify unique requirements for major University-wide projects and ensure needs are met from multiple areas of the university; develop University-wide project management systems and manage expectations from multiple stakeholders.	Partner with key leadership in University-wide strategic development, direction and implementation of strategic priorities; identify unique requirements for major University-wide projects and ensure needs are met from multiple areas of the university; develop University-wide project management systems and manage expectations from multiple high-level stakeholders.
		May provide management and supervision of staff	Provide management, direction and supervision of staff.

Public Affairs Officer III INDIVIDUAL CONTRIBUTOR	Public Affairs Officer IV INDIVIDUAL CONTRIBUTOR	Public Affairs Officer V INDIVIDUAL CONTRIBUTOR	Public Affairs Officer VI] INDIVIDUAL CONTRIBUTOR
	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.	Act as liaison between Cornell University and local government and community organizations.
Respond to incidents on site, advise on the appropriate use of the media and assist in preparing detailed media strategies.	Respond to operational incidents both on and off site, advise on the appropriate use of the media, manage the media interest in these incidents, and prepare detailed media strategies.	Oversee and may respond to operational incidents both on and off site, advise on the appropriate use of the media, manage the media interest in these incidents, and prepare detailed media strategies.	
Prepare and deliver information to diverse audiences ensuring the appropriate communication style, operate equipment correctly and represent the values of the University	Prepare and deliver information to diverse audiences ensuring the appropriate communication style, operate equipment correctly and represent the values of the University.	Prepare and deliver information to diverse audiences ensuring the appropriate communication style, operate equipment correctly and represent the values of the University.	
	Analyze a range of information noting patterns and trends; present the results in an appropriate format.	Analyze a range of information noting patterns and trends; present the results in an appropriate format.	
Provide advice and knowledge to colleague and other individuals to support the achievement of organizational objectives and enable compliance with organizational policy.	Provide advice and knowledge to colleagues, partners and other individuals and agencies to support the achievement of organizational objectives and enable compliance with organizational policy.	Provide advice and knowledge to colleagues, partners and other individuals and agencies to support the achievement of organizational objectives and enable compliance with organizational policy.	

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	11548 PUBLIC AFFAIRS OFFICER III, BAND F	11549 PUBLIC AFFAIRS OFFICER IV, BAND G	11550 PUBLIC AFFAIRS OFFICER V, BAND H	11551 PUBLIC AFFAIRS OFFICER VI, BAND I
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	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.	Bachelor's degree; more than 10 years of experience or equivalent.
IMPACT	Moderate impact	Moderate impact	Substantial impact	Substantial impact
CONTACTS - INSIDE	Provide guidance Coordinate activities	Coordinate major activities Persuade others to take particular course of action	Coordinate major activities May involve sensitive situations	High-level interaction Involved in diverse and highly sensitive or confidential activities
CONTACTS - OUTSIDE	Develop and make presentations and negotiate with others	Develop and make presentations and negotiate with others	Develop and make presentations and negotiate with others	Provide/receive guidance, advice or information that must be analyzed and developed by the position
CONTACTS - STUDENTS	Limited contact	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction	Limited contact

FACTOR PROFILE	11548 PUBLIC AFFAIRS OFFICER III, BAND F	11549 PUBLIC AFFAIRS OFFICER IV, BAND G	11550 PUBLIC AFFAIRS OFFICER V, BAND H	11551 PUBLIC AFFAIRS OFFICER VI, BAND I
SUPERVISION	None given	Day-to-day supervision to employees within the dept	Day-to-day supervision to employees within the dept	Provide supervisory direction to other managers
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.	Continually required to develop new, imaginative or innovative solutions, services, products, processes or programs. Work requires conceptual and imaginative thinking in a highly complex and unchartered environment.
LEVEL OF 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 making decisions regarding 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	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 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 entire college or school administrative unit Critical 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