

**University of Nebraska Central Administration**  
**Job Description**

**General Information**

Working Job Title: Communications Specialist- 49243300	Job Family: Administrative & Business Operation	Job Family Zone: AB Associate - AB20S
Position Number: 107	Department Name: Nebraska EPSCoR	SAP Organization Unit Number: 1323
Employee's Name:	Date of Last Update: 03/19/2014	Title of Supervisor: Director
SAP Personnel #:	Last Updated By: HR - SG	Name of Supervisor: F. Fred Choobineh

**Position Summary**

The Communications Specialist develops materials to support the communications strategies related to the activities of the EPSCoR Office to include: grant proposals; newsletters, brochures, web content, and other communications; write and submit various reports; and assist translating scientific/ scholarly information as needed.

**Duties & Responsibilities**

Indicate % of time spent and indicate with an "*" the duties & responsibilities that are essential functions of this job. Arrange this list of duties in order of importance.	% of Time	Essential Functions
<u>Communications Materials:</u> Identify new, research, write and edit communications materials related to the EPSCoR Office activities. Assemble information and write reports, newsletters, brochures, and content for materials in either printed format or on the web. Maintain fresh content on websites managed by EPSCoR and promote EPSCoR events and accomplishments using social media (Twitter, Facebook). Work with graphic designers, photographers, web networking managers and printers to bring projects from inception to completion.	60%	*
<u>Grant Proposals and Reporting:</u> Serve as the repository for information related to proposal requirements established by federal agencies and other entities. Collect information from researchers and administrators to write and organize the information according proposal requirements for EPSCoR grant submissions and reporting.	40%	*

**Zone Definition Factors**

**Nature/Complexity of Work**

This position requires competent communication skills and versatility in knowing multiple ways to disseminate information to different audiences. This position may be asked to translate sometimes complex scientific or academic information into easily understandable, compelling and interesting stories. This position is professionally responsible for providing informative, persuasive, pro-active and reactive communications to support the needs of the EPSCoR Office. It is not uncommon for this position to have multiple projects which requires excellent organization and time management skills.

**Problem Solving/Decision-making**

Key duties involve independent judgment regarding research and analysis of issues in the development and implementation of communication plans and the formation of grant proposals. Actions are governed by broad objectives, policies and/or procedures, or business guidelines. This position exercises substantial freedom and judgment in establishing methodology, direction, approach and use of creativity in working through a variety of communication demands.

## Strategic Impact

This position is required to be proficient and conscientious when compiling and reporting all information and for taking appropriate steps to correct any errors. Actions and decisions in this job have significant impact on successful delivery of short-term and long-term communication and funding goals of the EPSCoR Office. Errors can adversely impact operations or services and may require special intervention to correct.

## Know How

This position demands the ability to take initiative and perform the job independently. One should demonstrate competencies in interpersonal skills with strong orientation toward diplomacy, tact, compassion, collaboration and teamwork; exceptional communication -verbal, writing, editing and proofreading skills; attention to detail and accuracy; must demonstrate sensitivity to the delivery and readability of scientific and/or scholarly information and possess excellent judgment; ability to prioritize effectively, multi-task, adapt to working with timelines, and quickly respond to shifting priorities; computer proficiency, including email, web browsers, Adobe Creative Suite and the Microsoft Office suite of applications (Word, Excel, Publisher and PowerPoint); a willingness to learn and utilize new technologies; competency in monitoring grant proposals and tracking the essential steps in the proposal process; and demonstrate a high level of professional discretion and confidentiality. Technical skills related to web content management (Basic HTML, Dreamweaver CS3) and the ability to use social media tools are preferred.

## Interactions

This position will work closely with University administrators, faculty, and staff as well as external constituents as they relate to the business and services provided by the EPSCoR Office.

## Supervision

This position exercises no supervision over other positions and receives in-direct supervision from the EPSCoR Director.

## Minimum Qualifications

Bachelor degree in Journalism, Communications, English, Science or a related field and three years of professional writing work experience is required. Must demonstrate an aptitude for understanding scientific and academic concepts and have the ability to use creativity in strategic planning efforts. Must have excellent communication skills, both verbally and in writing, in addition to proficient editing and proofreading skills and an eye for detail and accuracy. An equivalent combination of education and experience from which comparable knowledge is acquired may be considered.

## Physical Requirements

1. **General Physical Requirements** Indicate the appropriate response for an eight hour day:

	Circle the appropriate number of hours									<i>Indicate intermittent or constant</i>	
	0	1	2	3	4	5	6	7	8	Intermittent	Constant
Sit	0	1	2	3	4	5	6	7	8	x	
Stand	0	1	2	3	4	5	6	7	8	x	
Walk	0	1	2	3	4	5	6	7	8	x	
Drive Motor Vehicle	0	1	2	3	4	5	6	7	8		
Explain											

## 2. **THIS POSITION REQUIRES:**

	Occasionally (less than 2 hrs daily)	Between 2 - 5 hrs daily	Over 5 hrs daily
Squatting	X		
Bending	X		
Kneeling	X		
Reaching			
➤ Overhead	X		

➤ Forward	X		
➤ Low	X		
Twisting	X		
Crawling			
Climbing			
➤ Ladder			
➤ Stairs	X		
➤ Other			
Walking on rough ground			
Exposure to changes of temperature/humidity			
Exposure to dust/fumes/gases/chemicals			
Being near moving machinery			
Working from heights			

**3. THIS POSITION REQUIRES EMPLOYEE TO:**

Indicate letter in appropriate Space:	LIFT=L	CARRY=C	PUSH=P	PULL-PL
	Less than 2 hrs daily	Up to 2 hrs daily	Between 2-5 hrs daily	Over 5 hrs daily
11 - 24 lbs	L,C, P, PL			
25 - 49 lbs				
50 - 74 lbs				
75 - 100 lbs				
* Over 100 lbs				

\* If the position requires the employee to handle over 50 lbs - please explain

**4. POSITION REQUIRES USE OF HANDS OR SPECIAL TOOLS/EQUIPMENT FOR:**

	RIGHT	LEFT	BOTH
Keyboarding			
Filing			
Other Explain:	Operation of a computer mouse with their dominant hand.		

*Job Family Zone Questionnaire*

**In Each Section, please select one answer that best describes your job:**

**Knowledge Skills and Abilities:**

\_\_\_\_ Requires the ability to understand and apply basic job skills, knowledge of several work routines and the ability to apply such routines with minimal interpretation. May possess knowledge of other, related work activities within own functional area. May require the operation of routine equipment/tools. [1]

\_\_X\_\_ Requires the ability to understand, interpret, apply and communicate information within a specialization and the ability to apply limited analysis in the completion of general functional procedures. May possess knowledge of work activities outside functional area. May require the operation of moderately complex equipment/tools. [2]

\_\_\_\_ Requires the ability to utilize advanced information within a specialization. Within specialization, possesses the ability to assess/ analyze situations and make adjustments to achieve desired objectives. Possesses knowledge of work activities outside functional area. May require the operation of complex equipment/tools. [3A]

\_\_\_\_ Requires the ability to apply, integrate and communicate extensive theoretical information within a recognized professional field. Facilitates and/ or establishes the achievement of functional area objectives. Requires knowledge of all related functional areas. May require the operation of highly complex equipment/tools. [3B]

\_\_\_\_ Integrates extensive theories and techniques within related or diverse disciplines to achieve results and/ or establish overall strategic directions. Requires wide-ranging administrative and/or specialized knowledge. May require the operation of highly complex equipment/tools. [4]

### **Problem Solving/Decision-making:**

Decisions/problem resolutions are repetitive and simple and typically guided by standard operating policies and procedures/practices exist. Tasks are clear and specific to a single discipline. [1]

Decisions/problem resolutions require gathering/reviewing information from several sources. Simple analysis of facts determines course of action to be taken within the limits of standard operating policies and procedures/practices. Tasks are varied and may cross several disciplines. [2A]

Decisions/problem resolutions require interpretation, discretion and judgment based on precedent or standard operating policies and procedures. Tasks are diversified and may require some creativity in dealing with unprecedented activities. [2B]

Decisions/problem resolutions require synthesis/analysis in the use of theories and accepted principles. Programs/projects are governed by broad objectives, policies and/or theories. Requires the use of creativity in dealing with unprecedented activities. [3]

Decisions/problem resolutions require analysis and evaluation of major issues and courses of action impacting the overall direction of the functional area(s). Applies broad concepts and experience in making important decisions. May develop recommendations influencing long-term policies related to major organizational plans. [4]

### **Interactions:**

Regular contact involves receiving and/or referring inquiries as well as giving or obtaining routine information relating to work being done. Requires the use of common business courtesy. [1]

Regular contact that involves giving or obtaining information as well as occasionally exchanging advice and opinions. Requires the use of common business courtesy, tact, discretion and some persuasion to maintain cooperative associations. [2]

Regular contact that involves exchanging advice and opinions as well as occasionally conveying conceptual ideas of a critical and/or long-range nature. Requires the use of judgment, timing, and persuasion to gain cooperation in the face of differences of opinion or controversy. [3]

Regular contact with major Programs/Teams or individuals. Overriding job requirement involves conveying conceptual ideas regarding matters of critical and long-range nature. Significant requirement for diplomacy, timing, and persuasion to gain concurrence or cooperation on operational issues in the face of significant differences of opinion or controversy. [4]

### **Supervision Received:**

Supervised by procedures or by supervisor through periodic monitoring of progress and performance. May have latitude to determine sequence of own work tasks to meet clearly established schedules. [1]

Supervision by procedures or by supervisor through periodic monitoring of progress and performance. Determines sequence of own work tasks to meet established objectives. [2A]

General direction by supervisor by checking on completed tasks. Establishes own work schedule to achieve program objectives. Makes recommendations to superior regarding efficient functioning of program. [2B]

Responsible for conducting specialized assignments or developing programs under only general direction and guidance. [3]

Extensive latitude to work independently in matters that have a broad effect on overall policies, programs and/or areas of specialization. [4]

### **Supervision Exercised:**

May provide incidental guidance to others. [1]

Provides functional supervision that is usually limited to assigning/reviewing work or may serve as work team leader. [2A]

Serves as work team leader. Distributes, schedules, and monitors the progress or work tasks of the program or project. May be involved in the recommendation of personnel actions to manager. [2B]

Supervises the work of a project or program that may include hiring, discipline, transfers, promotions, or salary changes within a functional area. May integrate work of two or more programs or one major function/or project. [3]

\_\_\_\_\_ Establishes performance standards for designated programs and/or areas of specialization. Directs staff to include hiring, discipline, transfers, promotions, and salary changes. [4]

**Impact:**

\_\_\_\_\_ Actions and decisions in this job are limited to the scope of the job, which primarily affect the immediate work group, but occasionally may extend beyond the immediate work group. Errors reflect unfavorably on the individual and may have an adverse impact on the functional area. [1]

\_\_\_\_\_ Actions and decisions in this job have an impact which affects the immediate work group and also extends beyond the immediate functional area. Errors reflect unfavorably on the individual and the functional area. [2]

  x   Actions and decisions in this job have discernible impact to the short-term performance of the Program/Team and exerts some impact to its long-term success. Errors reflect unfavorably on the individual, the functional area, overall business operations and potentially other functional areas. [3A]

\_\_\_\_\_ Actions and decisions in this job have significant impact to the short-term performance of the Program/Team and exert an impact to its long-term success. The job exerts a considerable impact on decisions and final results typically affecting either an entire functional area or a major university activity; and may have unique accountability for financial and program or project objectives. Errors effect business operations, services and other individuals which may require special interventions to correct. [3B]

\_\_\_\_\_ Actions and decisions in this job exert broad and continuing impact on the future of one or more functional areas. The job exerts a major impact on decisions and final results affecting a major university activity; and/or has accountability for financial and program/project objectives and overall successes. Errors significantly interrupt business operations, services and potentially both internal and external constituents. [4]

Summary:	Zone Assignment= Associate	
Authorization:	Name:	Date:
Human Resources		
Supervisor:		
Administrator:		