



P.O. Box 2008, New Britain, Connecticut 06050  
(203) 827-7700

Office of the President

RESOLUTION

concerning

RECLASSIFICATION OF POSITION

ASSOCIATE DIRECTOR OF DEVELOPMENT/  
PUBLIC AFFAIRS/ADMINISTRATOR IV  
to

DIRECTOR OF PUBLIC RELATIONS/ADMINISTRATOR V


at

EASTERN CONNECTICUT STATE UNIVERSITY

December 1, 1989

RESOLVED, That the position of Associate Director of Development/Public Affairs/Administrator IV be reclassified to Director of Public Relations/Administrator V effective December 1, 1989, in accordance with all provisions and expectations as set forth in the proposal dated November 1, 1989, which is attached as an addendum to this resolution.

A Certified True Copy:

  
Dallas K. Beal  
President



# CONNECTICUT STATE UNIVERSITY POSITION ACTION REQUEST FORM

SUBMITTED	<u>11/1/89</u>
BY: CSU	[ ]
CCSU	[ ] SCSU [ ]
ECSU	[X] WCSU [ ]

POSITION ACTION:	ESTABLISH ( )	RECLASSIFY (X)	OTHER ( )	DATE EFFECTIVE	<u>12/1/89</u>
NATURE OF THE POSITION: PERMANENT [X] FULL-TIME [X] TEMPORARY [ ] PART-TIME [ ]					
POSITION TITLE:	Associate Director of Development/Pub. Affairs	7919	Director of Public Relations	7921	
	CURRENT	CLASS CODE	PROPOSED	CLASS CODE	
POSITION NUMBER	1620	CURRENT SALARY \$1511.46	PROPOSED SALARY \$1580.89	FUND	Gen
		\$39,449	\$41,261	BARGAINING UNIT	SUOAF
				FROM	SUOAF TO

EXPLAIN THE NATURE OF THE PROPOSAL:

This proposal seeks to reclassify the current Associate Director of Development(Ad. 4) to Director of Public Relations (Ad. 5).

JUSTIFICATION: This position reclassification is intended to upgrade the status of the position more in keeping with its counterparts on the other campuses. In this way, it is hoped that the University can attract an experienced public relations professional who can provide a wide variety of services. It is expected that cost of the position in 1989-90 will be less than \$1,500 over budget.

This position is currently vacant.

\$ 1,812.  
COST OR SAVINGS

*Michael Penn* 10/31/89  
SIGNED (UNIVERSITY) DATE

ATTACH OLD AND NEW STAFFING CHART, ( )  
JOB DESCRIPTION, AND (X)  
SUOAF SIGN OFF FORM IF REQUIRED (X)

MISCELLANEOUS COMMENTS:

## POSITION DESCRIPTION

POSITION TITLE: Associate Director of Inst. Advancement/Public Affairs

ADMINISTRATIVE RANK: 4

INCUMBENT: Michael Jones

Under the supervision of the Director of Institutional Advancement, the Associate Director/Public Relations performs the following duties:

1. Assumes responsibility for the office in the director's absence.
2. Cultivates and maintains contacts with media and other institutions to facilitate coverage and publicity of University events and news items.
3. Assists director in all public relations activities of the University; serves as official University spokesperson and media contact.
4. Assists in University marketing and recruitment efforts through publicity, publications and advertising.
5. Responsible for layout and design of all University advertising and selected publications.
6. Assists in coordinating special events on campus (conferences, seminars, athletic tournaments, musical and cultural events).
7. Assists in writing and editing special publications (Alumni News, NCAA programs, Connecticut Review, Profiles, special brochures).
8. Assists director and image committee in conception and implementation of campaign to promote University image.
9. Develops and maintains photography files for promotional and publication purposes.
10. Acts as liaison between University and Connecticut State University for all advertising and publications.

## QUALIFICATIONS

Four years experience in development work, and demonstrating ability to relate effectively to University personnel, news media personnel, community organizations and the general public. Demonstrated understanding of advertising, marketing, publishing and public relations. A bachelor's degree is required. A master's degree is preferred.

These qualifications may be waived for individuals with appropriate alternate experience.

FOR THE UNIVERSITY  
3/21/89

DATE

FOR SUOAF

DATE

## EASTERN CONNECTICUT STATE UNIVERSITY

## POSITION DESCRIPTION

POSITION TITLE: DIRECTOR OF PUBLIC RELATIONS

RANK: ADMINISTRATOR 5

## INCUMBENT:

Reporting to the Director of Institutional Advancement, the Director of Public Relations is responsible for planning, managing and implementing an external and internal public relations and public information program designed to support the University in achieving its goals (fund-raising and other) and to promote a positive image of the University with its various internal and external publics.

## POSITION RESPONSIBILITIES

1. Writes news releases and articles and secures placement in varied media - print and broadcast.
2. Edits and writes alumni news publication, Eastern News Digest and all other collateral materials related to public relations.
3. Serves as media liaison for the University.
4. Produces and implements public relations plans which express a strategy and implementation techniques to achieve institutional goals such as fund-raising, student and faculty recruitment.
5. Identifies varied audiences and creates an editorial environment with them conducive to helping the University meet its needs.
6. Acts as official spokesperson for the University.
7. Engages services of photographers for University events and publications.
8. Creates, plans and implements specialized events for public relations purposes.
9. Participates in special events for public relations purposes.
10. Solicits speaking opportunities for the President and other major administrators.
11. Writes speeches for President and other major administrators.
12. Creates and places advertising for admission of full-time

undergraduate, graduate and continuing education students.

13. Helps to develop a consistent and long-range position for the University.
14. Works with Director of Alumni Relations to publicize alumni events and accomplishments.
15. Performs other duties and responsibilities related to those enumerated above which do not alter the basic level of responsibility of the position.

#### QUALIFICATIONS

Bachelor's degree; 5-7 years' experience in public relations, academic setting or agency; familiarity with all types of media (print and broadcast); computer literate; demonstrated established media contacts and professional linkages.

These qualifications may be waived for individuals with appropriate alternate experience.

For the University  
10/27/89

Date

For the Union

Date