



**VCU**

## Communications Job Summaries

Job Code	Job Title	University Job Summary
13713 13712 13711	Chief Communications Officer	Chief Communications Officers provide strategic executive leadership for internal and external communications strategies and enterprise branding in support of the university and VCU Health. They serve as members of the President's Council providing strategic administrative and operational leadership to the university's overall communications activities. Chief Communications Officers represent the university externally to stakeholders and government agencies and internally as appropriate. They are typically responsible for several major functional areas such as executive communications, major events and special programs, public affairs, and/or university marketing. They are responsible for policy development and implementation as well as results delivered in multiple departments. They possess the authority to set and change the strategic goals of the areas assigned and exercise considerable latitude on how results are achieved. They exercise independent judgment for complex issues where the quality of decision-making has a critical impact on the strategic and operational goals of University Relations and on the university mission. Chief Communications Officers typically report to the university president or executive leadership.
13613 13612 13611	Deputy Chief Communications Officer	Deputy Chief Communications Officers provide executive leadership in the area of public affairs and/or marketing. They are responsible for providing assessment of programming, policy development, and budget development and oversight. They are typically responsible for strategic communications and/or marketing planning in areas such as emergency communications management, external communications, and/or media relations. They ensure proper execution of university-wide activities including comprehensive and integrated communications and marketing plans for major academic areas and/or auxiliary functions. They may also be responsible for coordinating strategic communications planning and executing university-wide efforts for academic and auxiliary functions such as community engagement, student affairs, and strategic diversity initiatives. They represent the university externally to stakeholders and government agencies and internally as appropriate. They may be responsible for the performance and development of directors, managers, professionals, and support staff and possess the authority to set and change the strategic goals of the business units or functional areas assigned, exercising considerable latitude on how results are achieved. Actions at this level critically impact the strategic and operational goals of University Relations and the university mission. Deputy Chief Communications Officers typically report to the Chief Communications Officer.
13516 13515 13514	Senior Communications Officer	Senior Communications Officers provide strategic executive leadership in the areas of public affairs and/or marketing. They are responsible for the development, implementation, and assessment of the university's comprehensive and integrated brand strategy, strategic national advertising, and overall strategic digital presence. Utilizing a comprehensive knowledge of the service or functional area, Senior Communications Officers provide strategic and long-term planning, implementation, and assessment of major functional areas and ensure long-term goals are supported by the appropriate allocation of staff, space, and financial resources. They articulate the university's vision, mission, and values to internal and external stakeholders. Actions at this level have a critical impact on the strategic and operational goals within University Relations. Under



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		<p>the direction of the Chief Communications Officer, Senior Communications Officers possess the authority to set and change the strategic goals of the areas assigned, exercising considerable latitude on how results are achieved. They typically report to executive leadership.</p>
13513 13512 13511	Communications Officer	<p>Communications Officers provide strategic leadership and management of public affairs and/or marketing objectives, ensuring long-term goals are aligned with industry best practices. They are responsible for the development, implementation, and assessment of the university's comprehensive and integrated brand strategy, strategic national advertising, and overall strategic digital presence. They provide strategic and long-term planning, implementation, and assessment of major functional areas and ensure long-term goals are supported by the appropriate allocation of staff, space, and financial resources. They articulate the university's vision, mission, and values to internal and external stakeholders. Actions at this level have a critical impact on the strategic and operational goals of University Relations and the university mission. In consultation with the Senior Communications Officer, Communications Officers possess the authority to set and change the strategic goals of the business units or functional areas assigned. They exercise independent judgment for complex issues while unprecedented issues may be referred to a higher level for resolution. They typically report to the executive leadership.</p>
13416 13415 13414 13413 13412 13411	Director, Communications	<p>Directors typically provide operational management of communications and/or marketing for a functional area with shared-responsibility for planning, policy formation, and strategic implementation of programs or services. They typically ensure policy and legal compliance and manage other professional staff. Directors collaborate with internal and external constituents to achieve overall strategic goals. They have a significant impact within the department, influencing service delivery and operational goals. Under the direction of senior leadership, they exercise independent judgement for complex issues to ensure departmental objectives are met. They typically report to executive leadership.</p> <p>NOTE: The Director job is a supervisory job and is intended for positions that have three or more full-time direct reports who are typically managers of functional areas. Positions that meet the scope of the Director job that have fewer than three full-time direct reports should be placed in the Senior Administrator job.</p> <p>Senior Directors are responsible for long-range strategic planning and must possess a comprehensive knowledge of the service or functional area. They advance the service or functional area's strategic goals through innovative new programs, services, or practices. Senior Directors assume a higher level of responsibility and authority in compliance and legal matters.</p>
13336 13335 13334 13333 13332 13331	Manager, Communications	<p>Managers serve as operational managers responsible for the daily administration of one or more communications-related functions within a specialized area of University Relations or within an academic school, department, auxiliary program, or business unit. They may be responsible for areas such as ensuring policy and legal compliance; administering budgets; managing multimedia communications; recruiting, training, and supervising a team of staff, interns, or students; and special projects and other related operational activities. In consultation with senior leadership, they develop processes and implement new programs. They have a measurable impact within the department and influence service delivery in the school, department, or business unit. Managers work under intermittent supervision, resolving routine-to-complex issues independently. They typically report to a director or senior administrator.</p>



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		<p>NOTE: The Manager job is a supervisory job and is intended for positions that have three or more full-time direct reports. Positions that meet the scope of the Manager and Senior Manager jobs and have fewer than three full-time direct reports should be placed in the Administrator job.</p> <p>Senior Managers participate in long-range strategic planning, which requires a comprehensive knowledge of the service or functional area. They advance the service or functional area's strategic goals beyond daily operations through innovative new practices. Senior Managers assume a higher level of responsibility and authority in compliance and legal matters.</p>
13326 13325 13324 13323 13322 13321	Supervisor, Communications	<p>Supervisors provide oversight of daily operations of a small-to-medium team of communications or marketing staff that support the university's communication strategy and needs. They may be responsible for areas such as account management, creative content, production management project management, resource management, vendor relations, or administrative operations. Supervisors ensure that day-to-day operations align with short-term goals and objectives; may help senior leadership develop processes or implement new programs and/or services; and may serve as liaisons between internal departments or functional areas. They may serve as resources for lower-level staff. Their decision-making has a measurable impact on service delivery and operational goals. Supervisors work under intermittent supervision, resolving routine-to-complex issues independently and referring more complex issues to higher-level management. They typically report to a manager or director or in some areas may report to an administrator.</p> <p>NOTE: The Supervisor job is intended for positions that, as a general rule, have three or more full-time direct reports. However, the nature of some job families and the intentional staffing patterns allow for supervisor positions that manage the work assignments, hiring, and discipline of more than three hourly (wage) and/or student positions. Positions that meet the scope of the Supervisor job and consistently have hourly (wage) or student direct reports may be placed in the Supervisor job, in consultation with Human Resources. Otherwise, positions that do not have three full-time direct reports and do not consistently manage three or more hourly (wage) or student direct reports should be placed in the individual contributor job that best fits the overall job content.</p> <p>Senior Supervisors participate in long-range strategic planning, which requires a comprehensive knowledge of the service or functional area. They advance the service or functional area's strategic goals beyond daily operations through innovative new practices. Senior Supervisors assume a higher level of responsibility and authority in compliance and legal matters.</p>
13916 13915 13914 13913 13912 13911	Administrator, Communications	<p>Administrators provide administrative management of one or more functional units, departments, or business units. They are typically responsible for overseeing and coordinating all administrative affairs, with strategic management of daily operations as a primary purpose. The role may have direct and indirect reports. They typically serve as liaisons between internal departments or functional areas in order to achieve operational goals and serve as a resource to lower-level staff. Their decision-making has a significant impact on service delivery and student success. Administrators work under intermittent supervision, resolving complex issues independently and referring unprecedented issues to a higher level. They typically report to executive or senior leadership.</p>



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		<p>NOTE: The primary purpose of the administrator job is the strategic management of daily operations and not primarily supervision, although the role may have direct and indirect reports.</p> <p>Senior Administrators serve in a senior capacity with the equivalent scope and authority of the Director role but with fewer than three functional area managers as direct reports. They are responsible for long-range strategic planning and the application of a comprehensive knowledge of the service or functional area. They advance the service or functional area's strategic goals beyond the internal scope of the department through innovative new programs, services, or practices. Senior Administrators assume a higher level of responsibility and authority in compliance and legal matters.</p>
13236 13235 13234 13233 13232 13231	Communications Generalist	<p>Communications Generalists provide professional communications services of a generalist nature either within University Relations or in an academic school, department, auxiliary program, or business unit. They are responsible for translating organizational or client goals into strategic media deliverables and typically provide services in more than one area of communications specialties, distinguishing the generalist job from the specialist job. Their typical responsibilities may include providing a combination of services such as audio or multi-media production; communications or marketing project management; graphic design; original writing; photography; print layout and design; print production; social media design, development, and maintenance; web or digital design, development, and maintenance; and/or videography. They may work independently or as part of a team. They exercise independent judgment for routine-to-moderately-complex issues while referring unprecedented issues to a higher level. Their decision-making has a measurable impact on the department's operational performance and service delivery. Communications Generalists typically report to a manager or director or in some areas may report to an administrator.</p> <p>Senior Communications Generalists possess greater knowledge of the communications profession, distinguishing them from Communications Generalists. They are further distinguished by the complexity of assigned work; an ability to identify options and develop solutions for unique or unprecedented situations; greater decision-making authority; and the judgment, resourcefulness, and ability to identify issues and/or areas that should be addressed differently. They are resources for others, participating in mentoring, coaching, and training.</p>
13226 13225 13224 13223 13222 13221	Communications Specialist	<p>Communications Specialists perform professional services requiring an in-depth knowledge of one or more communication specialties. They are responsible for translating organizational or client goals into strategic media deliverables and are typically responsible for providing services with a primary focus in a specific specialty, distinguishing the specialist job from the generalist job. They may specialize in communications services such as audio or multi-media production; communications or marketing project management; graphic design; original writing; photography; print layout and design; print production; social media design, development, and maintenance; web or digital design, development, and maintenance; and/or videography. They may work independently or as a member of a team. They work under limited supervision, making moderately complex decisions independently and referring unprecedented issues to an upper-level manager. Specialists typically report to a manager or director or in some units may report to an administrator.</p>



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		<p>Senior Communications Specialists possess comprehensive, in-depth knowledge of a communications specialty, distinguishing them from Communications Specialists. They are further distinguished by the complexity of assigned work; an ability to identify options and develop solutions for unique or unprecedented situations; greater decision-making authority; and the judgment, resourcefulness, and ability to identify issues and/or areas that should be addressed differently. They are resources for others, participating in mentoring, coaching, and training.</p>
13216 13215 13214 13213 13212 13211	Writer/Editor	<p>Writer/Editors assist in the development of content and documents across multiple platforms for University Relations or for an academic school, department, auxiliary program, or business unit. They may be responsible for one or more components of a comprehensive or specialized content area such as content strategy; creative writing; editing services; news story development and writing; and/or technical writing. Their typical duties include developing written material; copyediting and proofreading documents; planning, developing, and publishing internal and external communications; and writing and editing a variety of in-house and external publications, including but not limited to press releases, profiles, and articles. They ensure that the documents are readable, clear, and consistent and that they conform to university standards. They work under general supervision, resolving most standard issues independently and referring complex issues to an upper-level manager. Writer/Editors typically report to a manager or director.</p> <p>Senior Writer/Editors possess greater knowledge of the writing/editing profession, distinguishing them from Writers/Editors. They are further distinguished by the complexity of assigned work; an ability to identify options and develop solutions for unique or unprecedented situations; greater decision-making authority; and the judgment, resourcefulness, and ability to identify issues and/or areas that should be addressed differently. They are resources for others, participating in mentoring, coaching, and training.</p>
13116 13115 13114 13113 13112 13111	Communications Coordinator	<p>Communications Coordinators perform a wide variety of administrative, logistical, operational, and technical tasks related to a specific communications function or project team, either within University Relations or in an academic school, department, auxiliary program, or business unit. They are responsible for coordinating and assisting with multiple aspects of a comprehensive communications and/or marketing program or project. Their typical responsibilities include supporting activities such as account management, fiscal operations, purchasing and billing; providing administrative and scheduling support; contacting clients and providing customer service; performing data analysis, research, and reporting; supporting events and programs; managing vendor bidding processes; and monitoring work flow. They may work independently or as a member of a team. They work under general supervision, resolving most standard issues independently and referring complex issues to an upper-level manager. Communications Coordinators typically report to a manager or director or in some areas may report to an administrator.</p> <p>Senior Communications Coordinators possess greater knowledge of administrative, logistical, operational, and technical tasks related to the communications field,</p>



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		<p>distinguishing them from Communications Coordinators. They are further distinguished by the complexity of assigned work; an ability to identify options and develop solutions for unique or unprecedented situations; greater decision-making authority; and the judgment, resourcefulness, and ability to identify issues and/or areas that should be addressed differently. They are resources for others, participating in mentoring, coaching, and training.</p>
13016 13015 13014 13013 13012 13011	Communications Technician	<p>Communications Technicians perform entry-level operational and technical tasks to a specific communications function or project team, either within University Relations or in an academic school, department, auxiliary program, or business unit. Their tasks are typically concentrated in a specialty area such as printed publications, online communication, social media, and media projects. They may assist in the completion of communications campaigns or major projects. Typical duties may include assisting with the creation of graphics and materials including website, print publications, electronic newsletters, social media, and special projects; helping to ensure compliance with brand standards; taking photos and videos where needed; and following online metrics via tracking systems. They may work independently or as a member of a team. They work under direct supervision, resolving most standard issues independently and referring complex or unique issues to a supervisor, senior/lead worker, or higher-level worker. Technicians typically report to a supervisor or manager or in some areas may report to an administrator.</p> <p>Senior Communications Technicians possess greater knowledge of operational and technical tasks related to the communications field, distinguishing them from Communications Technicians. They are further distinguished by the complexity of assigned work; an ability to identify options and develop solutions for unique or unprecedented situations; greater decision-making authority; and the judgment, resourcefulness, and ability to identify issues and/or areas that should be addressed differently. They are resources for others, participating in mentoring, coaching, and training.</p>