

**HIGHER EDUCATION
REQUEST FOR GROWTH POOL POSITION**

INSTITUTION College of the Ouachitas

DATE 03/10/2014

<u>CLASS CODE/TITLE</u>	<u>CLASSIFICATION REQUESTED</u>	<u>GRADE</u>
P027C/Public Information Specialist		C116

I HEREBY CERTIFY THAT:

- A. The position requested is a full time position that is critical to the operation of the institution and will not be used for any other purpose than that which is outlined in the position description and the narrative justification of the position submitted on page 2 and page 3 of this request.
- B. Sufficient funds are available to fund this position at the requested grade.

Rhonda Smith	3/10/2014	Dr. Stephen Schoonmaker	3/10/2014
<u>INST PER REPRESENTATIVE DATE</u>		<u>INST PRESIDENT/CHANCELLOR DATE</u>	

OFFICE OF PERSONNEL MANAGEMENT - RECOMMENDATION

<u>CLASS CODE</u>	<u>TITLE</u>	<u>GRADE</u>
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LEGISLATIVE COUNCIL/JBC REVIEW	DATE
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FAVORABLE UNFAVORABLE

POSITION DESCRIPTION

(1) % of TIME AND WORK PERFORMED

NOTE: Indicate % of time for each example of work, single space within each example of work and double space between examples.

- 15% Create and deliver media relations content, newsletter content, social media content, weekly
- 5% Oversee the College's branding through logo use and printed materials, daily
- 10% Create and oversee College publications and other forms of communication, weekly
- 10% Assist with ;fund raising efforts, monthly
- 15% Work with Executive Dir. of College Advancement to determine the Public Relations budget and expenses, weekly
- 10% Create, edit, proofread, and revise communication; responsible for campus digital postings, daily
- 20% Produce College advertising materials and coordinate with advertisers for timely ad submissions, daily
- 10% Promote College through public relations initiatives, weekly
- 5% Provides administrative support to the Foundation, weekly

(2) Name and title of your immediate supervisor:
Amber Childers

(3) Payroll titles of employees supervised and number of employees per title. If employees supervised, enter "None":
None

(4) Machines or equipment used regularly in your work. Give percent of time spent in operation of each.

75%	Computer & Printer
10%	scanner
10%	copier
5%	fax machine

(5) Basic Qualifications

Education, general:	Bachelors degree
Education, special or professional:	2 yrs specialized training in journalism
Experience, length in years and kind:	1 yr experience
Licenses, certificates, or registration	
Special knowledge, abilities and skills:	Knowledge of format, design, and layout for publications purposes; ability to oversee producing campus publications, knowledge of advertising language and field processes. Ability to coordinate special events, ability to compile and present promotional information through news articles and publications. Knowledge of marketing techniques and fund raising.
Physical Requirements	

NARATIVE JUSTIFICATION

As the Office of College Advancement has taken on more projects and responsibilities (i.e. legislative, alumni, etc), yet remains an office of two, some of the additional duties of the Office fall under the obligation of the Public Relations and Development Assistant. This position is responsible for all advertising through all mediums, maintains all College social media sites, monitors logo usage, oversees College publications and printed materials, assists with fundraising activities/events, manages the Public Relations budget, represents the College at public relations/community events, takes minutes at the quarterly Foundation Board meetings.

As this position grows it requires more time and effort than ever before, what started out as an Administrative Specialist position and now grown into a lot more. It has required more education and knowledge and should be upgraded due to that.