



SAN JOSÉ STATE UNIVERSITY EMPLOYMENT OPPORTUNITIES

HUMAN RESOURCES SERVICE GROUP

Employment Services ■ One Washington Square ■ San José, CA 95192-0046

408-924-2250 ■ 408-924-2257 (fax)

Position Title: Communication Specialist – 60%
Position Classification: Public Affairs / Communication Specialist II
Reporting Unit: Career Center
Requisition #: 011162

Posting Period: 07/25/03 through 08/08/03

POSITION PURPOSE

Performs duties under general supervision of the Associate Director of Career Center but works independently to serve as the Center's communications support in the development of web-based/electronic content, information and educational products and oversees the research, creation, development and production of the Center's publications, educational resources, and marketing communications for campus and external distribution. Responsibilities include the assessment, research, development, writing and dissemination of information, and creation of products targeted to the San Jose State University students/community and employers.

ESSENTIAL DUTIES AND RESPONSIBILITIES include but are not limited to the following:

1. Website/Electronic Communication Development

- a. Develops, researches, and writes relevant articles and sections of the Center's website.
- b. Interfaces with the Center's Operations Technology Manager in the ongoing development and management of the Center's website including.
- c. Works with Center's Database Manager and Consultant Team for the development of e-Communications and Notifications to the student, campus, and external communities.

2. Publications Development

- a. Researches, develops, creates, and oversees production of the Center's informational, educational and promotional publications including newsletters, salary surveys, reports, brochures, articles, workshop/special event materials, etc.
- b. Serves as editor of the Center's annual *Job and Internship Guide*, interfacing with the staff and publisher to ensure a quality production.

3. Communications Consultancy

- a. Interfaces with consultants/Center team members, designers, faculty, campus community members, employers, and vendors on theme, design, and content development for printed, electronic, and web-based publications and products.
- b. Serves as ad-hoc member of numerous other teams including Internal Campus Marketing, External Relations, and Technology teams, providing communications expertise as necessary.
- c. Guides the development of new educational features, materials, and services for student, employer, campus, and community audiences.
- d. Ensures quality control and assurance standards and ADA requirements are met in all communications including development of policies, standards, guidelines, and timelines.

WORK ENVIRONMENT

This is a typical office environment with the standard office equipment and tasks. The position may be required to work at a computer terminal and desk for long periods of time on projects. May be required to travel between campus offices and off-campus locations.

KNOWLEDGE, SKILLS, AND ABILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Excellent oral, written, facilitation, and presentation skills.



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2. Proven writing, editing, research, and project management expertise; Proficient in Internet research.
3. Strong background in grammar, document design, and composition using various communication vehicles including web, electronic, and published/hard copy.
4. Knowledgeable of production, graphic design, and design processes in addition to web development procedures.
5. Attention to detail and ability to work independently with general guidelines critical.
6. Must be highly motivated, organized, and possess excellent follow through.
7. Professional demeanor and proven decision making, problem solving, and troubleshooting skills.
8. Thorough knowledge of current computer and office automation equipment/software including Microsoft Word, Lotus Notes, PowerPoint, and desktop publishing. Knowledge of HTML and Dreamweaver.
9. BA/BS or equivalent in Communications, English, Public Relations, Journalism, or related field. Minimum of two years experience in the following areas: web content development, publications creation and communications, preferably in business and university settings. Project management experience desirable.

This position requires the ability to establish and maintain cooperative working relationships within a diverse multicultural environment.

NOTE Salary verification required prior to employment. Evidence of degree(s) or certification(s) required at time of hire. Prior to or on the first day of employment, the recommended applicant will be fingerprinted. A \$12.00 cash fee will be paid by the applicant.

SALARY \$2,009 – \$2,831 per month (Hiring salary generally at the beginning of the range)

REQUIRED APPLICATION PROCEDURES

Submit a resume, letter of interest, and SJSU application for this position.

The latest San Jose State University Safety 101 Uniform Campus Crime and Security Report is available. You may request a hardcopy of San Jose State University's annual safety report by contacting the University Police Department at (408) 924-2222 or visiting the website at <http://www.sjsu.edu/safetyreport>.

"SJSU is an Equal Opportunity/Affirmative Action employer committed to nondiscrimination on the basis of race, color, religion, national origin, sex, sexual orientation, gender status, marital status, pregnancy, age, disability, or covered veteran's status consistent with applicable federal and state laws. Reasonable accommodations will be provided for applicants with disabilities who self disclose."