



**Job Specification**

**Job Title: Public Relations Coordinator**  
**BCAT Code: 444X AC**  
**Pay Grade: G16**

**Effective Date: April 1, 2007**  
**Revision Date: February 1, 2007**  
**FLSA Status: Exempt**

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**General Description**

Plans, coordinates, and markets media relations programs for a university/college program or organization.

**Examples of Duties**

- Plans and coordinates special events sponsored by various university programs.
- Provides guidance to leaders of various student organizations.
- Develops brochures, flyers, etc. in order to advertise program events.
- Monitors organization's advertising budgets.
- Serves as liaison between the organization and the public.
- Writes press releases and news stories.
- Develops media relations plans.
- Writes newsletters for internal and external usage.
- Serves as writer/researcher for a university or college administrator.
- Performs other related duties as assigned.

**Knowledge, Skills and Abilities**

- Knowledge of media relations.
- Knowledge of university departments, events, and related items.
- Knowledge of printing, design, and publication techniques.
- Knowledge of standard English grammar.
- Knowledge of Association Press style.
- Effective oral and written communication skills.
- Effective organizational skills.
- Effective time management skills.

**Minimum GSU Hiring Standards**

Bachelor's degree in Public Relations, Journalism, or related field and four years of experience; or high school diploma or GED and eight years of related experience; or a combination of education and experience.

*The above is a general description of duties performed by employees holding this job title and does not represent a complete list of duties that may be assigned to an employee.*