



The University of North Carolina Wilmington

Public Communications Specialist Competency Profile

DESCRIPTION OF WORK:

Work in this class involves performing a range of a public communications and/or marketing related work in an agency or public university setting. This work involves both internal and external communication efforts including market, material and project research; planning, developing and managing special events and fundraisers; and planning, designing and managing programs and projects. Work includes developing and delivering promotional and informational materials through a variety of communication media. Employees are responsible for the interpretation and dissemination of technical or program specific information through a variety of communications mediums in order to stimulate interest in programs, events and activities in an agency or public university. This work may include: writing and editing news and informational materials as well as graphic design and production of materials; preparing and disseminating news releases and feature stories through various media outlets; public relations activities that involve directing a broad communications program; developing and managing print, electronic, broadcast, and/or Web-based content; and leading/directing staff. Work may include developing and recommending communication strategies. Work involves initiating, developing, and maintaining working relationships with key internal and external individuals and organizations.

Competency	Definition
Knowledge—Technical	Possession of a designated level of technical skill or knowledge in specific area(s) and the ability to stay up-to-date with developments and trends in area(s) of expertise. Ability to demonstrate a methodical and logical approach to addressing customer needs. Ability to use innovative solutions and/or designs where appropriate. May be acquired through academic apprenticeship or on-the-job training or a combination of these.
Consulting/Advising	Ability to provide advice and counsel. Ability to understand client programs, organization and culture.
Project Management	Ability to provide oversight for project(s) and all related activities. Ability to establish a set of tasks and activities associated with an intended outcome and timeline. Ability to ensure actions are performed and/or implemented to achieve the results of the project.
Communication	Oral: Ability to convey information orally to individuals or groups to ensure they understand the message. Ability to listen and respond appropriately to information from others. Written: Ability to develop and deliver written information to individuals or groups to ensure that they understand the message.
Knowledge-Professional	Possession of a designated level of professional skill and knowledge in a specific area and the ability to keep current with developments and trends in the area of expertise, usually acquired through professional development opportunities and/or post secondary education programs.
Organizational Sensitivity	Ability to understand the organization's mission, the function of the specific work unit and how it works with other work units to serve the customer/client. Ability to understand the impact and implications of decisions on the community and other departments.

Competency	Contributing	Journey	Advanced
<i>Knowledge—Technical</i>	<p>Understands standard and routine communication, design and visual arts principles and concepts.</p> <p>Understands and applies a variety of standardized and commonly accepted design procedures and techniques.</p> <p>Understands and applies communication software programs as well as use of other applicable technology and equipment.</p> <p>Keeps current with technical developments and trends as they relate to the field of communications, public relations, publishing, marketing and Web-based communications.</p>	<p>Understands and uses communication, design and visual art concepts and practices pertinent to the area of responsibility</p> <p>Determines, utilizes, and applies standard and specialized techniques and technology appropriately.</p> <p>Uses a variety of moderately complex processes, procedures and techniques.</p> <p>Uses and incorporates various hardware and software packages, as well as traditional design methods. Researches and identifies new technology and makes recommendations for use and purchase.</p> <p>Applies knowledge of organizational principles of design elements.</p> <p>Promotes subject matter in a wide variety of media.</p>	<p>Serves as a key resource to others on a wide variety of communication, design and visual art elements.</p> <p>Establishes standards for communication and develops/determines non-routine techniques/methods to accomplish objectives. Applies thorough knowledge of standardized and non-standardized methods and concepts for design and delivery of product.</p> <p>Employs creative and innovative use of equipment, techniques, and communication methods. Applies in-depth knowledge and applicability of technology/software or directs others in the selection and application of a variety of features in software programs. Develops short- and long-range design strategies intended to reach a wide audience. Applies highly skilled and considerable technical knowledge.</p>
<i>Consulting-Advising</i>	<p>Assists with communications in needs and issues in routine and non-complex situations.</p>	<p>Identifies, advises and collaborates with clients regarding communication needs and issues; provides options on the type of strategy to use with communication plans and gauges their potential effectiveness.</p>	<p>Crafts effective communications; conveys desired communication with sensitivity and urgency; coaches senior administrators or leaders in key departments in techniques to effectively deliver messages. Matches goals with broader organizational objectives and budgetary resources; develops budget requests for communication programs and may approve budget expenditures for communications.</p>

<i>Project Management</i>	<p>Understands customer needs and works in conjunction with higher-level specialists on delivery of communications.</p> <p>Drafts communications as they relate to a specific area or module of the project.</p> <p>Contributes ideas, recommendations and solutions to reach project goals.</p>	<p>Consults with and determines client/customer needs and project parameters. Plans and manages multi-faceted and specialized projects.</p> <p>Conceptualizes and creates communications as they relate to the area of responsibility from creation through delivery.</p>	<p>Independently manages project timelines, resources, staff and leads implementation efforts in all communications areas. Uses a strategic approach to manage complex projects. Applies a thorough knowledge of a wide variety of complex and non-standard processes and design techniques. Plans, coordinates, directs and supervises the work of others.</p>
<i>Communication</i>	<p>Oral: Understands and communicates basic program information and routine, non-complex ideas; conveys information effectively to a targeted audience.</p> <p>Learns the communications environment and establishes working relationships with colleagues and clients.</p> <p>Written: Assimilates and composes routine and non-complex materials and communications under supervision and following specific instructions. Researches and drafts content. Writes according to correct English usage and appropriate style guide.</p>	<p>Oral: Independently communicates program information of moderate complexity and impact to targeted audiences; assimilates and communicates information that requires greater understanding and has greater impact on the organization. Establishes and maintains a variety of working relationships.</p> <p>Written: Independently assimilates and composes written materials to use in a variety of communication outlets; edits documents to ensure accuracy in content and form; drafts communications for final release. Writes according to correct English usage and appropriate style guide or accepted industry standards.</p>	<p>Oral: Communicates complex program information with substantial impact to targeted audiences; plans and conveys messages that enhance and promote the mission and objectives of the organization. May serve as the official spokesperson and/or work with spokesperson to develop and deliver content. Trains and mentor others on the proper techniques for disseminating information. Establishes and maintains working relationships with internal and external clients; provides complex and strategic information and advice to clients; interacts with key people at all levels of the organization</p> <p>Written: Develops and implements communication strategies. Sets communications standards and protocols. Serves as the internal media relations expert and sounding board for the department or organization. Directs the development of content as part of the overall communication strategy; teaches others how to edit and analyze material. Sets and enforces</p>

			communications standards and protocols.
<i>Knowledge-Professional</i>	Applies basic knowledge of the methods and techniques of planning, writing and editing and producing content. Understands editing requirements, standards and formats as set by the department. Understands how to disseminate information effectively within the organization, department or program.	Applies thorough knowledge of the methods and techniques of planning, writing and editing and producing content. Edits and analyzes informational material or content prepared by others. Applies thorough knowledge of the techniques for disseminating information to the public and target groups.	Applies extensive knowledge of the methods and techniques of planning, writing and editing and producing content. Trains and mentors others in the techniques for preparing and disseminating information; instructs others in the techniques for disseminating information to the public and target groups.
<i>Organizational Sensitivity</i>	Understands the mission, objectives and goals of a program/unit. Understands the internal workings of the program/unit and its place in the organization.	Understands the mission, objectives and goals of a department with multiple service delivery functions. Understands internal workings of the department in relation to the external expectations of the clients and stakeholders. Assesses the potential impact of internal/external communications efforts and makes necessary adjustments.	Reviews and edits the mission, objectives and goals for communication within an organization with multiple service delivery functions. Understands internal workings of the organization in relation to the external global expectations of policy makers and the legislature. Directs, develops and implements communications strategies to obtain desired objectives; intervenes and re-directs communication efforts that are ineffective.