

**Public Relations Director  
Associated Students of Utah State University  
Job Description**

**Job Title:** Public Relations Director

**Department:** Student Involvement and Leadership/ Associated Students of Utah State University

**Reports To:** All related ASUSU officers and the Student Involvement and Leadership Office

**To apply:** visit Student Employment , TSC 106, Job #c438-05 . **Then**, submit a resume and writing sample to TSC 326.

**Summary**

Plans and conducts public relations program designed to create and maintain favorable public image for the Associated Students of Utah State University, and the Student Involvement and Leadership Office, and its related committees and organizations, by performing the following duties:

**Essential Duties and Responsibilities** include the following:

(other duties may be assigned)

- Plans and directs development and communication of information designed to keep students, administration and general public informed of ASUSU programs, accomplishments, or point of view, as well as those of the Student Involvement and Leadership Office.
- Arranges for public relations efforts in order to meet needs, objectives, and policies of individual ASUSU office, special interest groups, student clubs and organizations, overall office concerns, and serving as in-house staff member to the Student Involvement and Leadership Office.
  - o Organizes a yearly writing schedule for ASUSU officers and related individuals for the Utah Statesman (student newspaper) and other required University mediums
- Prepares and distributes fact sheets, news releases, photographs, and any other related media collateral to media representatives and other persons who may be interested in learning about or publicizing the officers' activities or messages.
- Purchases advertising space and time as required.
- Promotes goodwill through such publicity efforts as speeches, exhibits, question/answer sessions, etc.
  - o Utilizes Student Relations committee and other good-will committees to assist in this effort
- Represents ASUSU and Student Involvement and Leadership Office during community projects and at public, social, business gatherings, and any other University gatherings as you see necessary.
- Researches data, creates ideas, writes copy, assists with artwork, contacts media representatives, or represents employer directly before general public.
- Confers with ASUSU graphic and web designers to coordinate production of all print, A-TV, and other related advertisements or promotions.
- Assists and coaches all ASUSU officers and committee members in developing and improving their public image with public speaking engagements, presentations, and preparation of articles for publication.
- Fields and directs responses to all media-related inquiries.
- Plans and implements organization's public relations strategies, policies, and procedures.
- Researches, writes or assists in the writing of copy for corporate promotional materials.
- Develops contacts and relationships with media representatives to create opportunities for keeping ASUSU and its related programs and issues in front of the student body, administration, and general community.

- Maintains database of public relations contacts; such as those at the Utah Statesman, local television and radio stations.
- Advises officers and general office staff on the preparation and presentation of related activities, legislation, etc. at displays and exhibits.
- Develops ideas and opportunities for feature articles, interviews, presentations, and other public relations activities that promote awareness of ASUSU and its committees, legislation and other issues, etc.
- Assists and coaches company staff with public speaking engagements, presentations, and preparation of articles for publication.
- Helps develop and conduct student opinion surveys and manages public relations aspects of student testing programs.
- Promotes and organizes all related events and issues for the ASUSU Student Body Elections.

### **Supervisory Responsibilities**

- Employs and manages 3 to 4 part-time student employees as necessary; 2-3 graphic designers and 1 webmaster.
- Is the chair of two committees:
  - o ASUSU Public Relations Committee: assists in all of the PR vice president's duties as he/she sees fit
  - o ASUSU Elections Committee: assists the PR vice president in promoting and organizing all related elections events and issues, as well as assisting all candidates in obeying Elections by-laws, etc.
- Assists in any ad-hoc or supervisory committees and roles as he/she sees necessary

### **Competencies**

- General understanding of public relations duties, such as writing, advertising, and promotions
- General understanding of computer programs

### **Qualifications**

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

### **Education and/or Experience**

- A student who is a public relations major, or related field, would be most effective. However, it is not necessary.
- An understanding of journalistic writing and organization skills are most beneficial.

### **Computer Skills**

- A general understanding of design programs (such as Adobe Illustrator and Photoshop) will be useful in assisting the graphic designers in their job duties.
- Must be able to effectively use general office programs, such as Microsoft Word, PowerPoint and Excel.

### **Other Skills and Abilities**

- The ability to be self-motivated and a self-starter
- Meet personally assigned and other related deadlines
- Highly organized and detailed oriented

**Physical Demands**

The physical demands described here are representative of those that must be met by the vice president/specialist to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The ability to work long hours when needed, such as for special events, time required for meeting deadlines, etc.

**Work Environment**

The work environment characteristics described above are representative of those the vice president/specialist encounters while performing the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to work in a fast-paced, sometimes stressful, and demanding environment

**Note:** The statements herein are intended to describe the general nature and level of work being performed by employees, and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer (ASUSU/Student Involvement and Leadership Office).