



Public Affairs
University of Kansas Job Title Descriptions

Job Family Definition: Increases awareness and promotes KU's image, projects and programs through all forms of media. Supports solicitation of donor funds and creates marketing strategies. Writes, acquires and/or edits materials for distribution.

Proposed Title(s)	Description	Minimum Qualifications
Director of Federal Relations A-16 (\$120,015 - \$192,025) Job Code: 000498	Serves as in-house expert on congressional issues and processes. Establishes and maintains relationships with key congressional lawmakers, staff and federal agency personnel. Educates campus-based researchers about federal grant opportunities and broader initiatives. Establishes and maintains a comprehensive knowledge of research expertise at KU. Increases the visibility of KU at the federal level by identifying opportunities for campus researchers to testify before Congress, serve as federal agency advisors or as panel members. Advises the Vice Chancellor for Public Affairs and Vice Chancellor for Research on federal government related matters and research opportunities. May supervise staff. Based in Washington, DC.	Bachelor's degree and 10 years of experience working in a federal or state government senior staff position.
Director of State Relations A-12 (\$61,578 - \$95,477) Job Code: 000497	Cultivates and maintains positive working relationships with state officials and work closely with the vice chancellor for public affairs to facilitate advocacy efforts on behalf of the University. Arranges interactions between key members of the University of Kansas community and members of the state legislature, state officials, and key committee members. Manages the university's daily involvement with the state legislature and executive branch on postsecondary education policy and the regulatory issues in which the university has an interest. Advises university leadership as to the potential institutional effects of proposed state legislative changes. Develops and advocate state policy of interest to the University of Kansas. Facilitates active involvement of University of Kansas alumni to advance the university's mission and state government relations effort in close coordination and cooperation with the KU Endowment Association and the KU Alumni Association. May supervise staff.	Bachelor's degree and 5 years of experience working in a federal or state government senior staff position.

<p>Government Relations Coord A-08 (\$36,710 - \$55,065)</p> <p>Job Code: 000503</p>	<p>Coordinates representation of the University of Kansas by maintaining a working knowledge of the Lawrence, KUMC, Edwards and Wichita campuses, meeting with campus researchers on a regular basis, and contacting federal officials. Manages and monitors the appropriations process by developing and updating internal documents, coordinating required meetings, and providing supporting documents. Coordinates appointments for KU representatives with elected officials and staff, agencies, and the executive branch. Researches funding and policy opportunities for KU. Acts as liaison to officials on inquiries regarding general information about institutions, policies, programs, and admissions information. Coordinates visits by officials to KU. Monitors hearings and events, and prepares summaries of agency and legislative or congressional actions for internal review by relevant director, associate director and Chancellor's senior staff. Manages relevant government relations online presence and external communications including website maintenance, legislative reports, news feeds, and conference print materials. Prepares relevant disclosure reports for KU.</p>	<p>Bachelor's degree and 2 years of related experience.</p>
<p>Director of External Affairs A-12 (\$61,578 - \$95,477)</p> <p>Job Code: 000496</p>	<p>Develops, directs and implements communications, public affairs, public relations and/or marketing initiatives for a large university unit in collaboration with KU Public Affairs to communicate with internal and external constituencies. Develops, maintains and executes an overall strategic communications plan. Oversees activities including public affairs, public relations, media relations, web and print development, marketing, social media, video production, research dissemination, grant writing and/or project management for a University unit. Supports student, staff, faculty, and public recruitment, engagement and development efforts. Works closely with dean and/or department director to craft strategic communications plans. Sets goals and objectives and evaluates outcomes. May supervise staff.</p>	<p>Bachelor's degree in journalism, English, communications or relevant field, plus minimum of 5 years of related experience.</p>
<p>Assoc Government Relations Dir A-11 (\$53,546 - \$82,997)</p> <p>Job Code: 000486</p>	<p>Monitors, analyzes, tracks, and recommends the best course of action regarding legislation at the state or federal level that would affect KU. Attends events, meetings, and hearings with various legislative offices, industry groups, and agency offices to represent KU's interests on areas of interest and reports these activities to either the Director of Federal Relations or Director of State Relations. Respond to inquiries from legislative and congressional offices, agencies, and university officials and connect faculty and senior university administrators with policymakers. Ensures appropriate reporting deadlines are met.</p>	<p>Bachelor's degree and with 5 years of experience in the federal or state legislative decision making process.</p>

<p>Assoc/Asst Public Affairs Dir A-11 (\$53,546 - \$82,997)</p> <p>Job Code: 000487</p>	<p>Implements communications strategies and tactics for the university overall at the direction of respective director, overseeing creative teams and/or field-specific teams such as interactive media, digital media, account management and editorial. These positions are housed within the Office of Public Affairs and its divisions, and in fields such as interactive media, digital media and strategic communications. May supervise staff.</p>	<p>Bachelor's degree in journalism, English, communications or relevant field, plus minimum of 5 years of related experience.</p>
<p>Communications Manager A-12 (\$61,578 - \$95,447)</p> <p>Job Code: 000490</p>	<p>Oversees all communications and marketing initiatives for a large University unit to communicate with internal and external constituencies. Develops, maintains, and executes an overall strategic communications plan. Oversees activities that related to public relations, webmaster services, marketing, social media, and/or project management for a University unit Supervises staff.</p>	<p>Bachelor's degree in Journalism, Communications, Marketing, Business Administration, or a related field. Minimum of five years related professional experience.</p>
<p>Communications Coordinator A-09 (\$41,299 - \$61,948)</p> <p>Job Code: 000489</p>	<p>Performs communications, public affairs, public relations and/or marketing activities for a University unit under supervision. These activities may include writing news, instructional or promotional content for print and web, including social media messaging; editing, photography or videography, publication or web content development Promotes department visibility and highlights accomplishments and potential benefits. May plan and organize events to support student engagement, recruitment and alumni development efforts. May supervise staff.</p>	<p>Bachelor's degree in journalism, public relations, marketing, communications, or relevant field, plus minimum of 1 year related professional experience.</p>
<p>Communications Specialist A-08 (\$36,710 - \$55,065)</p> <p>Job Code: 000491</p>	<p>Supports the execution of communications, public relations and/or marketing projects. Works at the direction and under the supervision of a more senior communications staff member on tasks including writing news or promotional content, social media messaging, and/or web content. Supports internal and external communications activities, as well as execution of events. Does not supervise staff.</p>	<p>Bachelor's degree in journalism, English, communications or relevant field, plus minimum of 1 year of related experience.</p>
<p>Communications Assistant A-05 (\$26,309 - \$38,148)</p> <p>Job Code: 000488</p>	<p>Provides administrative support, while also having some responsibilities for assisting with the execution of communications.</p>	<p>Bachelor's degree and minimum of 1 year of relevant experience.</p>
<p>Creative Director A -11 (\$53,546 - \$82,997)</p> <p>Job Code: 000493</p>	<p>Directs the development and delivery of short-term and long-term creative strategies and direction for print and interactive projects. Manages and supervises a creative team comprised of full-time and student staff in the areas of design, art direction, and copywriting.</p>	<p>Bachelor's degree in graphic design, journalism, advertising, communications, business, marketing, or relevant field, plus minimum of 6 years of related experience.</p>
<p>Art Director A-09 (\$41,299 - \$61,948)</p> <p>Job Code: 000485</p>	<p>Leads the production of the university's institutional branding, advertising, print, and digital materials. Provides art direction for photography and video, and oversees identity compliance.</p>	<p>Bachelor's degree in graphic design, or relevant field, and 4 years of related experience or an associate's degree and 6 years of related experience.</p>

<p>Graphic Designer A-08 (\$36,710 - \$55,065)</p> <p>Job Code: 000504</p>	<p>Designs the university's or unit's institutional branding, advertising, print, and digital materials, while maintaining identity compliance. Provides services in the form of design layout and production, photo selection /editing, and branding/identity development. Provides this service for print and digital marketing, social media campaigns and/or educational programs that promote the professional programs and events offered by a KU unit. Designs and produces both online and print publications and materials. Communicates with the KU community and the public through various media platforms. May supervise staff and/or freelance designers.</p>	<p>Bachelor's degree in graphic design, or relevant field, and 1 year of related experience or an associate's degree and 3 years of related experience.</p>
<p>Copywriter A-08 (\$36,710 - \$55,065)</p> <p>Job Code: 000492</p>	<p>Creates, develops, plans, writes and edits informational or promotional marketing communications that support branding initiatives, recruitment objectives, and university goals.</p>	<p>Bachelor's degree in journalism, advertising, communications, business, marketing, or relevant field, plus minimum of 2 years of related experience.</p>
<p>Editor A-08 (\$36,710 - \$55,065)</p> <p>Job Code: 000499</p>	<p>Works with writers to improve copy and deliver consistent and effective messaging. Manages editorial standards across news releases and marketing and advertising materials. Ensures stylistic consistency in copy.</p>	<p>Bachelor's degree in journalism, advertising, communications, business, marketing, or relevant field, plus minimum of 4 years of related experience.</p>
<p>Account Manager A-08 (\$36,710 - \$55,065)</p> <p>Job Code: 000484</p>	<p>Serves as the primary liaison between Marketing Communications and university units. Leads the day-to-day account management, marketing strategy, campaign planning, and business development for their respective campus clients.</p>	<p>Bachelor's degree in journalism, advertising, communications, business, marketing, or relevant field, plus minimum of 3 years of related experience.</p>
<p>Photographer A-08 (\$36,710 - \$55,065)</p> <p>Job Code: 000508</p>	<p>Photographs and edits images of student, faculty, staff, and events to be used for informational or promotional marketing initiatives and news releases.</p>	<p>Associate's or higher degree in photography or relevant field, plus minimum of 3 years of related experience.</p>
<p>User Experience Designer A-09 (\$41,299 - \$61,948)</p> <p>Job Code: 000510</p>	<p>Designs, develops and documents the interaction and design patterns, user interface, and information architecture used across KU's websites and applications. Acts as the user-advocate during the design and development process, subjecting early-stage designs to usability testing or review, and offering user-centered implementation suggestions.</p>	<p>Bachelor's degree in graphic design, library science, industrial design, human-computer interaction, anthropology, or relevant field, plus minimum of 4 years of related experience.</p>
<p>Video Editor A-09 (\$41,299 - \$61,948)</p> <p>Job Code: 000511</p>	<p>Captures and edits video of student, faculty, staff, and events to be used for informational or promotional marketing initiatives and news releases.</p>	<p>Associate's or higher degree in relevant field, plus minimum of 3 years of related experience.</p>

Video Producer A-09 (\$41,299 - \$61,948) Job Code: 000512	Writes, produces, budgets, and manages legal clearances of video projects for informational or promotional marketing initiatives and news releases.	Associate's or higher degree in relevant field, plus minimum of 5 years of related experience.
Digital Strategist A-09 (\$41,299 - \$61,948) Job Code: 000494	Leads, develops, and maintains social media website messaging and content strategies. Tracks and monitors effectiveness of digital campaigns and advertisements for the university and units.	Bachelor's degree in journalism, advertising, account management, communications, marketing, graphic design, industrial design, or relevant field, plus minimum of 2 years of related experience.
Public Affairs Officer A-08 (\$36,710 - \$55,065) Job Code: 000509	Researches, develops, writes and coordinates dissemination of news for designated departments at the university. Works with communicators, deans and faculty members to find news stories that can help tell the KU story to a state and national audience. Develops a network of national media contacts related to beat and actively pitches news stories to these contacts.	Bachelor's degree in journalism or relevant field, plus 2 years professional experience.
Director of Ceremonies/ Events A-13 (\$70,815 - \$109,764) Job Code: 000495	Develops, maintains and executes the overall strategic university event plan, targeted programming / creative messaging to build awareness and effectiveness of the university. Oversee event operations related to university signature programs or events. Develops collaborative relationships throughout the University to review best management practices. Consults and supports other event professionals in university units. Analyzes, develops and interprets university event policies, guidelines and protocol for event resources and youth programs. Negotiates contracts for University. May supervise staff and/or volunteers.	Bachelor's degree in communications, public relations, education or relevant field, plus minimum of 10 years of related experience.
Event Coordinator A-09 (\$41,299 - \$61,948) Job Code: 000501	Develops and executes the strategic unit event plan. Coordinates all aspects of events within the university unit to facilitate effective presentation of programs or events. Performs public relations, hospitality, and project management for unit events. Coordinates with others the production of materials and resources for program presentation. Manages unit event budget(s) and may negotiate contracts with vendors for events. May supervise staff and/or volunteers.	Bachelor's degree in communications, public relations, education or relevant field, plus minimum of 3 years of related experience.
Events Specialist A-08 (\$36,710 - \$55,065) Job Code: 000502	Coordinate logistical arrangements for unit board, committee meetings, and/or lectures. Produces materials and resources for presentation. Maintain event attendee and/or budget records using approved university vendors.	Bachelor's degree in communications, public relations, education or relevant field, plus minimum of 1 years of related experience.

<p>Membership/Donor Director A-10 (\$47,493 - \$71,240)</p> <p>Job Code: 000506</p>	<p>Directs all aspects of membership, alumni, or donor programs within university units. Creates, develops, plans, writes, and/or edits various outreach communications and/or arranges events that may be instructional or promotional in nature to solicit and maintain membership or alumni relations for solicitation of revenue. Oversees maintenance of membership, donor, or alumni records. Coordinates fundraising activities; maintains board relations; develops press releases and serves as liaison with KUEA and/or KUAA, as well as KU Public Affairs. Supervises staff.</p>	<p>Master's degree, plus one year of experience in event planning and/or marketing OR a Bachelor's and three years of experience in event planning and/or marketing.</p>
<p>Membership/Donor Coordinator A-09 (\$41,299 - \$61,948)</p> <p>Job Code: 000505</p>	<p>Manages and oversee alumni, donor, membership development and/or relations, including cultivation and advancement of financial contributions to sustain university programs. Oversees direct mail solicitation, telemarketing, alumni / volunteer coordination, and database management. Ensures that other units have the resources they need to facilitate the alumni, donor, and/or membership process. May manage all aspects of donations/fundraising with the goal of maintaining current funding sources and developing new revenue sources, including financial reports for fundraising efforts. Broadens and deepens relationships with new and existing donors. Identifies and attracts stakeholders, press coverage, broad-based audiences, and contributed income. May supervise staff.</p>	<p>Bachelor's degree in communications, journalism, marketing, business, or a relevant field, plus minimum of one year of related professional experience.</p>
<p>Membership/Donor Specialist A-08 (\$36,710 - \$55,065)</p> <p>Job Code: 000507</p>	<p>Creates, writes and edits various outreach communications and/or arranges events that may be instructional or promotional in nature to solicit and maintain membership, donor, or alumni relations for solicitation of revenue. Produces direct mail solicitations. Maintains membership, donor, or alumni records.</p>	<p>Bachelor's degree, plus minimum of one year experience in event planning and/or marketing.</p>
<p>Visitor/Guest Services Coord A-07 (\$33,296 - \$48,280)</p> <p>Job Code: 000513</p>	<p>Coordinates all aspects of visitor, guest, or audience relations programs within University units. Creates, develops, plans, writes, and edits various outreach communications and/or arranges events that may be instructional or promotional in nature to solicit and maintain visitor / guest relations. Hosts, arranges tours, provides usher services, and/or other guest service activities by coordinating with other unit staff. May supervise staff, student and/or volunteers to serve as event hosts, ushers or perform other guest service activities. Maintains guest or visitor and/or volunteer records. Monitors environment and participant behaviors during events.</p>	<p>Bachelor's degree depends upon area of discipline, for example: fine arts, design, museum studies, science education. 1 year of related professional experience.</p>