# PUBLIC AFFAIRS COORDINATOR

<table>
<thead>
<tr>
<th>Position Title:</th>
<th>PUBLIC AFFAIRS COORDINATOR</th>
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<tbody>
<tr>
<td>Recruitment #:</td>
<td>#071</td>
</tr>
<tr>
<td>Full/Part-Time:</td>
<td>Full-Time</td>
</tr>
<tr>
<td>Status:</td>
<td>Employment is at-will.</td>
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<tr>
<td>Salary:</td>
<td>$3,049 - $5,132 per month</td>
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<tr>
<td>Department:</td>
<td>Public Affairs &amp; Communications</td>
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<tr>
<td>Available:</td>
<td>Immediately</td>
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<tr>
<td>Special Conditions:</td>
<td>Background/Fingerprint</td>
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<tr>
<td>Sensitive Position:</td>
<td>Yes</td>
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<tr>
<td>Posted:</td>
<td>December 11, 2015</td>
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<tr>
<td>Closing Date:</td>
<td>For priority consideration, file application materials by January 8, 2016, however the position will remain open until filled.</td>
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Positions are open to all interested applicants, both on and off campus, unless this is an on-campus only recruitment.

**APPLICATION PACKET REQUIREMENTS**

This position requires (including those on campus) submission of:

- Names of three professional references
- Copy of degree/transcripts/typing certificate (within 2 years), if applicable
- Brief description of how you are qualified for this position by virtue of your interest, aptitude, education and experience required.

This full-time position is available in the Office of University Advancement through the CSUB Foundation. Working in the department of public affairs and communications, the incumbent will be required to work on a broad range of projects that involve public affairs, media relations, publications and social media. As part of an overall strategy to improve internal and external campus communications, the incumbent will assist with media relations, write and edit copy to promote the university, engage constituents through effective use of social media tools and project a positive, successful image. Incumbent must be able to work fairly autonomously and exercise sound judgment and discretion in completion of assignments and projects. The position reports to the director of public affairs and communication and interacts with the vice president of university advancement, members of the public affairs and communications office, advancement staff, the president’s office, university administration, CSUB Foundation, faculty, staff, students and other appropriate campus and community contacts.
DUTIES: The duties and responsibilities of this position include but are not limited to:

- Writing accurate news releases and preparing files for dissemination to the media and website.
- Assisting with response to news media inquiries and in promoting newsworthy university activities and events through the media.
- Planning, creating, editing, organizing copy and proofreading content for a wide range of internal and external communication products, including university marketing and fundraising materials, print publications and websites, and social media.
- Collaborating with members of the public information and communications team to write features and news articles for the university’s magazine, Inside CSUB, the President’s Annual Report and other publications as assigned.
- Collaborating with designers and other staff members on the design and content of print communications to maximize impact.
- Developing, researching and writing stories, including creating story content and conducting interviews.
- Operating a digital camera and taking photographs and producing short videos of various university events and personnel for use on the website and in university publications and promotions.
- Meeting with faculty and others at various locations, occasionally off-campus.
- Serving as proof-reader, when appropriate, for select grant applications and other university documents in order to provide communications support to the campus community.
- Working occasional evenings and weekends as needed.
- Other responsibilities as assigned.

REQUIRED QUALIFICATIONS:

- A bachelor’s degree in communications or related discipline (attach copy of degree/transcripts to application) and two years of related professional experience is required.
- Knowledge of the fundamentals of public affairs and media relations and some exposure to simple video production.
- Exceptional writing and editing skills to quickly produce clear and concise documents for internal and external publication, including a thorough understanding of AP style, knowledge of interview techniques, and the ability to define and deliver media messages.
- Exceptional verbal communication skills with a solid foundation in grammar, spelling and the composition of various communication vehicles are essential.
- Knowledge of and ability to effectively work with media outlets, including planning media coverage and media publicity campaigns for the university and events.
- Ability to analyze and select pertinent facts and interact them into communication vehicles.
- Must possess demonstrated ability to keep abreast of campus events and subject-matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the university and increase positive media coverage.
- Ability to apply market research and web metrics tools to identify communication needs and target audiences.
- Working knowledge of copyright and other applicable laws pertaining to written materials, news media, photography and confidentiality.
- Excellent interpersonal skills, including strong public speaking, listening and interpretive skills.
- Extensive knowledge of social media and web communication techniques, analysis and platforms (Twitter, Facebook, Hootsuite etc).
- Strong organization skills and attention to detail required; able to work under pressure to handle multiple assignments, requests, ability to meet competing deadline and annual performance goals.
- Ability to work effectively with diverse constituencies, including faculty members, staff, alumni and volunteers. Strongly service-oriented in attitude and actions.
- Advanced knowledge of Microsoft Office software is required, with Adobe Creative Suite and desktop publishing skills desirable.
- A background in fundraising and grant writing is desired.

SCREENING: Only those applicants possessing experience most directly related to the immediate needs of the office will be invited to appear before a Qualifications Appraisal Board for the purpose of appraising training, experience, and interest in the position.
BACKGROUND CHECK: A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU Foundation. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

SENSITIVE POSITION: Sensitive positions are designated by the CSU as requiring heightened scrutiny of individuals holding the position, based on potential for harm to children, concerns for the safety and security of the people, animals, or property, or heightened risk of financial loss to the CSU or individuals in the university community.

MANDATED REPORTER: The person holding this position is considered a “mandated reporter” under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

DESIGNATED POSITION: If the duties of this position include participation in decisions that may have a material financial benefit to the incumbent, the selected candidate will be required to file Conflict of Interest Form 700: Statement of Economic Interest when they first occupy the position, and on an annual basis, complete ethics training within 6 months of appointment, and attend this training every other year thereafter.

GENERAL INFORMATION: It is the policy of California State University, Bakersfield Foundation to hire only United States citizens and aliens lawfully authorized to work in the United States. All new employees will be required to present documentation verifying their right to accept employment. You will also be requested to present a social security card at the time of initial appointment in compliance with payroll regulations.

APPLICATION PROCEDURE: Official California State University Bakersfield Foundation application forms must be completed in full and received in the Human Resources Office by 5:00 p.m. on/or postmarked by the specified closing date, unless otherwise indicated. Resumes are welcomed but will not be accepted in place of the official application. E-mailed or faxed applications or resumes will also not be accepted.

Applications are available outside the Office of Human Resources and may be downloaded from the Human Resources website. Candidates who reside outside the city of Bakersfield may contact the Office of Human Resources and request that an application be mailed to their residence. It takes a minimum of 4-6 weeks from the closing date for a position to be filled.

To check the status of your application go to the Human Resources’ Job Opening/Status Inquiry page at: http://www.csub.edu/bas/hr/EmployRecruit/Job%20Status%20Inquiry/index.html and click on the “JOB STATUS” icon link. Applicants will not receive individual notifications. Upon submission, all application materials become the exclusive property of California State University Bakersfield Foundation and will not be copied or returned.