Date: May 2018

The university job title classification will be determined in accordance with the Position Classification Process.
Please refer to Preparing the Staff Position Description prior to completing this document.

Current Incumbent, if any: Position #:   00147283

University Job Title: Communication Specialist II   Pay Band: E

Working Title (if different):   NEIPM Communication Specialist   Exempt: ☒   Nonexempt: ☐

Department Name: Northeastern Integrated Pest Management Center   Dept Code: 114

Immediate Supervisor's Name and University Job Title:

POSITION SUMMARY and **PREFERRED QUALIFICATIONS** are combined for any associated posting.

POSITION SUMMARY: Explain the purpose for the position and summarize the responsibilities.

The Northeastern Integrated Pest Management Center (NortheastIPM.org) supports pest management projects in agricultural and community settings that promote environmental, human health, and economic benefits. Based at Cornell University, Ithaca, New York, the Center fosters regional partnerships that put experience and research-based knowledge to work, enabling people to improve their lives and communities. Staff members work as a team on IPM outreach, networking, training, proposal writing, and documenting impacts.

Under supervision of the Director, lead communication campaigns that garner national recognition, coach staff to meet Center objectives, and develop new communication projects in multiple channels. In conjunction with the expectations of the CALS Communications Team, plan strategic marketing communications campaigns that integrate web, print, e-book, video, and social media. Determine salient and persuasive brand qualities, engaging stakeholders to bring the brand to life. Follow CALS Communications policies and guidelines for all communication strategies including web presence, marketing communications, social media, etc. Develop creative ways to promote integrated pest management in a competitive communications marketplace. Attend to details while remaining oriented toward project goals. Synthesize research into accurate, coherent, interesting feature stories for a variety of audiences. Develop presentations for stakeholders about proposed Center projects, attend and contribute to meetings of scientists. Help set direction for projects based on stakeholder feedback. Keep pace with current trends in marketing, outreach, and stakeholder engagement. Participate in continuous learning and specialized training in related areas to enhance professional knowledge and skills.

This position is part time (32 hours / week) and will be located in Ithaca, New York. This is a three-year appointment with possible extension depending on funding and performance.

REQUIRED QUALIFICATIONS: Specify required <u>minimum</u> equivalency for education, experience, skills, information systems knowledge, etc.

- Bachelor's degree and 2+ years of communications management experience or the equivalent combination of education and experience.
- 1+ year of experience in developing, planning, and implementing new communications projects.
- Solid writing, copy editing, and proofreading skills. Must be able to assign, obtain, evaluate and critique communications work of other staff.
- A positive attitude and collaborative approach are required.
- Ability to work under tight time schedules and meet deadlines while working independently on multiple stories and projects.
- Advanced computer skills (word processing, design and spreadsheets) with deep understanding of Internet-based communication and social networking principles and tools.
- Demonstrated ability to manage high level of responsibility and confidentiality with minimal supervision.
- Must possess a diverse set of communications skills, be well-organized, and demonstrate a willingness to learn.
- Possess creativity, flexibility, initiative, and commitment to excellence.
- Excellent oral and written communication skills, word processing computer skills.
- Advanced computer skills, including Microsoft Word, PowerPoint, HTML, content management systems, Photoshop, Illustrator, InDesign, web analytics software, and using social media in a professional setting.
- Must be able to meet the travel requirements of the position and have reliable transportation as well as have and maintain a valid and unrestricted New York State driver's license.
- Willingness to travel (2-3 meetings per year).

PREFERRED QUALIFICATIONS: Specify preferred specialized education, field and/or certifications.

- Degree or significant coursework in a field related to agricultural, biological, or environmental sciences.
- Master's degree in communications or marketing preferred.
- Experience with science communications preferred.
- Fluency in Spanish or other foreign language used in agricultural and community settings of the Northeastern United States preferred.

Cornell University

Skills for Success
(The following skills are essential for individual and organizational success.)

Success is neither fleeting nor accidental. Choices we make today impact our future and all who succeed us. Sustainability is meeting the needs of the present without compromising the ability of future generations to meet their own needs. A culture of sustainability sees opportunities in every Skill for Success to be more sustainable. Individually, we make a difference; collectively, we change our communities, Cornell and the world.

Skills | Examples of Demonstrated Behavior

Job Skills
- Demonstrates competence in tools, equipment, software and technologies to effectively complete assignments and job tasks.
- Maintains professional certifications, licensing and education in functional expertise and effectively applies knowledge.
- Understands, interprets and applies regulations, policies and contracts to deliver effective results.
- Uses good judgment, information and observations to evaluate and recommend actions to support decisions and deliverables.

Inclusiveness
- Demonstrates the ability to communicate across difference to create a collaborative, collegial, and caring community.
- Increases cooperation, honesty, openness and a welcoming environment for all and speaks up when others are being excluded or treated inappropriately.
- Supports/increases participation of key and diverse employees in career/professional development opportunities and in campus/community involvement.
- Actively supports work/life integration in the workplace.
- Recruits, hires and engages high performing diverse employees.

Adaptability
- Anticipates and adapts to changing priorities and additional demands.
- Is flexible, open and receptive to new information, ideas and approaches which enhance Cornell's capacity to thrive in the future.
- Embraces, promotes and implements change.
- Modifies one's preferred way of doing things when it benefits the whole focusing on long-term vision rather than short-term gains.

Self-Development
- Is self-aware; seeks and acts upon performance feedback.
- Seeks and acts on opportunities for development; takes measures to ensure personal well-being and balance.
- Works to continuously learn and improve.
- Applies learning to evolving assignments.

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Communication

- Expresses thoughts clearly, both orally and in writing.
- Demonstrates effective listening skills; seeks to understand and be understood.
- Asks questions and shares knowledge and information to help others clearly understand processes and desired results.
- Gives, receives and acts upon helpful and timely feedback.

Teamwork

- Shows respect, compassion and empathy for others, even in difficult situations, building an environment of trust.
- Works effectively and cooperatively with others, willingly admitting mistakes and offering apologies.
- Acknowledges the support and contributions of others, involving them as appropriate when outcomes will impact their work.
- Has a positive attitude and understands how behaviors impact others.

Service-Minded

- Is diplomatic, courteous and welcoming, striving to satisfy external and internal customers.
- Supports ideas, solutions and changes to processes to ensure high quality outcomes.
- Reaches out in a timely and responsive manner to resolve problems and conflicts.
- Negotiates well, finding and orchestrating win-win solutions.

Stewardship

- Strives to develop and implement best practices; encourages others to adopt a culture of sustainability and efficiency.
- Demonstrates high standards of personal conduct and owns the consequences of one's own actions.
- Exercises sound and ethical judgment no matter how difficult or contrary; considers environmental, economic, compliance and social impacts in decision-making.
- Shows commitment to unit and university goals and delivers results.

Innovation

- Looks for advancements in products, processes, services, technologies or ideas.
- Identifies opportunities in challenges and shows initiative to make changes.
- Demonstrates innovative, creative and informed risk taking.
- Shows foresight and imagination to see possibilities, opportunities and trends.

RESPONSIBILITIES/ESSENTIAL FUNCTIONS: List the position's assigned responsibilities and estimate percentage of annual time spent on each responsibility. Include only the essential functions that are fundamental and necessary to the position.	Approximate % of time, Annualized
Communications Strategy, Planning, Management, and Development: • In collaboration with the Director, lead and develop long-range and annual communications plans for outreach to the region. Create an integrated media plan that maximizes use of multiple communication channels. • Ensure that all communication aspects follow and meet the CALS Communications and Marketing policies and expectations as it pertains to web presence; social media; marketing communications, etc. • Create an integrated media plan that maximizes use of multiple communication channels. • Assist in managing a communication cycle with web, print, video, social, and e-book components, including a newsletter, the Center's annual report, two websites, videos, and several social media sites. • Assist in the oversight of the work of other staff as it pertains to the communications plan. Assign, review, and critique websites, articles, videos, and other communications products, provide guidance and feedback, and approve pieces before publication. • Gather feedback from stakeholders regarding Center projects through online surveys and face-to-face meetings. Help set direction for projects based on stakeholder feedback. • Arrange for publication and supervise all aspects of production, from inception to release, with assistance from Center staff. • Contribute to annual report regarding communications projects to inform stakeholders of Center accomplishments.	35%
Research, Writing, and Editing: • Research, write, and revise stories and content aimed at variety of audiences, including farmers, government agencies, educators, researchers, gardeners, homeowners and the general public. • Synthesize research into coherent and comprehensive summaries and in-depth feature stories for web and print. • Contact and interview (via telephone) faculty and specialists in the region to gather material for articles, and follow up to ensure factual accuracy of content. • Edit publications to ensure that the prose is appropriate for the intended audience and suitable for widespread dissemination. Work with authors to agree on changes before publishing. • Gather necessary images, charts, and permissions for stories.	25%
Curriculum and Media Development: • Work with expert advisors to gather information, synthesize knowledge, and develop interesting curricula and media to educate a variety of audiences about the management of new and emerging pests. • Coordinate with CALS Communications and Marketing, as needed. • Periodically supervise temporary or part-time staff members and students who are working on short-term, grant-funded communication projects such as video production. • Collaborate with colleagues to plan and direct a production schedule, and to establish and implement protocols for collaborative media production. • Assume responsibility for the timely completion of such projects as the video curriculum and annual report, including ensuring the posting of such products to the web in formats that are easily downloaded. • Work with staff to augment/utilize databases and email to help reach target audiences • Help track impacts of projects in consultation with the webmaster, project directors, and databases.	15%

Web and Social Media Publishing: • Keep pace with current trends in web marketing to support the continued excellence of our web initiatives. Develop pages, templates, site architecture, user interfaces, site designs, site evaluations, graphics, and illustrations using such tools as HTML, content management systems, Photoshop, Illustrator, InDesign, Google Analytics, Qualtrics, and usability tests. • Ensure program follows CALS Communications guidelines for web presence and application thereof. • Develop and make original presentations to stakeholders about proposed and ongoing Center projects, both in person and remotely through various modes of electronic communication such as webinars and video presentations. • Identify salient IPM-related information and deliver it to target audiences via web and social media on a regular basis, with the goal of promoting integrated pest management and the Center's mission. • Create informative, enticing, accurate summaries for target audiences. • Collaborate with the webmaster to support web outreach initiatives. • Adhere to guidelines for search engine optimization and proper categorization of content.	15%
Design and Production of Marketing Materials: • Coordinate with CALS Communications and Marketing, as needed. • Plan and order promotional and display materials (posters, annual report, insect identification specimens, etc.). • Design and layout publications for print production. • Arrange for printing, check proofs, arrange delivery, and help to coordinate dissemination.	5%
Personal and Professional Development and Other Duties as Assigned: • Participate in staff meetings and trainings as appropriate. • Attend occasional meetings with Center partners to learn about broader regional IPM efforts. • Participate in training to raise/maintain awareness of emerging communication tools (e.g., web best practices, content management, and social media). • Arrange for printing, check proofs, arrange delivery, and help to coordinate dissemination. • Participate in continuous learning and specialized training in related areas to enhance professional knowledge and skills. • Other duties as assigned.	5%

TOTAL	**100%**

ADDITIONAL COMMENTS: USE EXTRA PAGES IF NECESSARY.

FOR EACH FACTOR BELOW, CHECK THE PHRASE THAT BEST FITS THE CHARACTERISTICS OF THIS POSITION
Please double-click the appropriate box and then choose the option "Checked".

MINIMUM EDUCATION EQUIVALENCY:
- ☐ High School Diploma
- ☐ Training 6 months to 1year, technical trade-no degree
- ☐ Associate's Degree
- ☒ Bachelor's Degree
- ☐ Training beyond Bachelor's, less that Master's Degree
- ☐ Master's Degree
- ☐ PhD/EdD/JD/ or LLB
- ☐ MD/DVM

MINIMUM JOB-RELATED EXPERIENCE:
- ☐ Less than 6 months
- ☐ 6 months to 1 year
- ☐ 1 to 2 years
- ☐ 2 to 3 years
- ☒ 3 to 4 years
- ☐ 4 to 5 years
- ☐ 5 to 7 years
- ☐ 7 but less than 10 years
- ☐ More than 10 years

ACCOUNTABILITY THROUGH SCOPE OF IMPACT:
- ☐ Limited; immediate group/department
- ☐ Moderate; beyond the department
- ☒ Substantial; beyond college/admin unit
- ☐ Significant; beyond university

INTERACTION WITHIN UNIVERSITY:
- ☐ Receive/provide information
- ☐ Assist others; provide/obtain cooperation
- ☒ Provide guidance/coordinate activities/contribute to work groups
- ☐ Coordinate major activities/sensitive situations
- ☐ High level interaction; considerable diversity, highly sensitive and/or confidential

INTERACTION WITH STUDENTS:
- ☐ None to limited
- ☒ Occasional; provide information
- ☐ Frequent; provide advice on complex issues or provide instruction on more complex equipment

INTERACTION OUTSIDE UNIVERSITY:
- ☐ Limited
- ☐ Conduct straightforward business; provide information
- ☒ Conduct complex business; provide/receive/analyze/develop guidance and advice
- ☐ Develop/make presentations and negotiate

DIRECTING OTHERS:
- ☐ No responsibility for others
- ☒ Occasional guidance to co-workers
- ☐ Supervises others who perform similar work
- ☐ Supervises, assigns and reviews work of others
- ☐ Manages supervisors
- ☐ Broadly directs managers

COMPLEXITY OF WORK / DECISION-MAKING:
- ☐ Predominantly follows established procedures, practice, policy; makes routine decisions within prescribed limits
- ☒ Occasionally adapts procedures to resolve unusual cases; make some decisions requiring consideration of criteria
- ☐ Frequently adapts procedures to resolve questionable cases; often makes decisions requiring consideration of criteria
- ☐ Occasionally develops practice, suggests policy changes to resolve difficult cases
- ☐ Often develops practice, assists/influences decisions, recommends policy changes to resolve difficult cases and address emerging organizational change
- ☐ Regularly develops policy to address organizational change; regularly makes policy-setting decisions

SCOPE OF DECISION-MAKING ACTIVITY:
- ☒ Functional area within department or minimal student/employee effect
- ☐ Multiple functional areas with limited student/employee effect
- ☐ Entire department or moderate student/employee effect
- ☐ Several departments or significant student/employee effect

DIRECTION RECEIVED:
- ☐ Detailed instructions or guided by standard policy/procedure
- ☐ General Supervision
- ☒ Very general direction
- ☐ Little guidance; considerable latitude for exercising judgment and self-direction

SUPPORT SKILLS-WRITING
- ☐ Limited writing required
- ☐ Usually issues standard responses
- ☐ Frequently writes non-standard responses
- ☒ Frequently writes extensive, non-standard responses based on specialized knowledge, interpretation of data and/or research

SUPPORT SKILLS-COMPUTER
- ☐ Limited use of computers; uses basic communication and time-collection tools
- ☒ Uses basic business/technical programs/applications to perform responsibilities
- ☐ Uses a variety of basic and advanced business/technical programs/applications to perform responsibilities involving data management and analysis
- ☐ Uses a wide-variety of advanced and complex business/technical programs/applications to manage data, systems, and information technology infrastructure; applies programming skills
- ☐ Applies advanced programming skills for wide-variety of advanced and complex business/technical programs/applications to refine/develop systems, information technology, and data infrastructures.

WORKING CONDITIONS

ESSENTIAL PHYSICAL REQUIREMENTS*
- ☒ Typically lifts less than 10 lbs
- ☐ Typically lifts 10 to 20 lbs
- ☐ Typically lifts 20 to 50 lbs
- ☐ Typically lifts more than 50 lbs

VISUAL
- ☐ Normal concentration
- ☒ Close concentration
- ☐ Close concentration/manual dexterity
- ☐ Acute concentration/eye-hand coordination

HAZARDS
- ☒ Limited exposure
- ☐ Chemicals/careful use
- ☐ Chemicals/safety precautions
- ☐ Highly toxic chemicals

* Check applicable level after considering reasonable accommodations.

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