



## University System of Maryland Job Class Specification

**TITLE: PUBLIC RELATIONS SPECIALIST**  
**FLSA: NONEXEMPT**  
**EEO6: H50**  
**IPEDS-SOC: D-273031**

**JOB CODE: N10PBU**  
**JOB TYPE: SYSTEMWIDE**  
**JOB FAMILY/SERIES: PRL**

**APPROVED BY:**  
**Chancellor Donald N. Langenberg**

**EFFECTIVE DATE: 07/01/96**

### **JOB SUMMARY**

Under direct supervision, assists in a variety of assignments in the gathering and preparation of news and information about the institution and its programs for dissemination through the media and relevant institutional components.

### **PRIMARY DUTIES**

1. Interviews individuals to gather information and writes basic materials such as simple news releases, routine statements, and brief articles for internal and external audiences.
2. Researches, develops, and maintains media mailing lists by identifying and targeting appropriate mailing audiences; coordinates and prepares mailings.
3. Compiles and maintains files of clippings or records of media placements as well as pertinent institution resource information such as photographs, institution statistics, and reports; distributes to interested parties.
4. Responds to inquiries from public or media on issues that are not complex or sensitive.
5. Makes follow up contacts with media to encourage coverage for programs and activities; accomodates media presence on site.
6. Prepares, assembles and distributes media packets.

Note: The intent of this list of primary duties is to provide a representative summary of the major duties and responsibilities of this job. Incumbents perform other related duties assigned. Specific duties and responsibilities may vary based upon departmental needs.

**MINIMUM QUALIFICATIONS**

EDUCATION: Bachelors degree in a related field.

EXPERIENCE:

OTHER:

**REQUIRED KNOWLEDGE/SKILLS/ABILITIES**

Skill in the mechanics of the English language; in the use of personal computers and word processing software. Ability to gather information from a variety of sources and to draft articles according to a particular style, format, or audience; to communicate effectively both orally and in writing; to establish and maintain effective working relationships.

OTHER: Except for qualifications established by law, additional related experience and formal education in which one has gained the knowledge, skills, and abilities required for full performance of the work of the job class may be substituted for the education or experience requirement on a year-for-year basis with 30 college credits being equivalent to one year of experience.

**CONDITIONS OF EMPLOYMENT**

N/A