



State of Colorado Position

Description

Employee participation in the completion of this document is encouraged; however, the appointing authority and supervisor are accountable for establishing the assignment and ensuring the accuracy of this information.

I. POSITION IDENTIFICATION

Agency Code GKA Position Number _____

Principal Department/Higher Education Institution University of Northern Colorado

Division or Equivalent Administrative Service Center

Work Unit _____

Work Unit Address _____

Current Class Title _____ Class Code _____

Working Title (optional) Communication Specialist

Requested Class Title _____ Class Code _____

HR Approved Class Title _____ Class Code _____

☒ New Position ☐ Vacant Position ☐ Occupied Position ☐ Update File

Attach a current organizational chart that includes class titles, position numbers, and FTE. Exclude temporary positions, personal services contractors, and students or others that are not part of the regular permanent staffing pattern.

II. GENERAL INFORMATION

A. Briefly describe the purpose of the work unit.

The mission of UNC's Administrative Service Centers is to provide customers with quality, timely and efficient services. ASCs will achieve this mission by utilizing technology, cultivating the skills of our staff and building strong relationships with campus customers. ASCs will operate with the understanding that we live in a competitive environment and our goal is to ensure efficient and effective service.

B. Describe any staffing or organizational changes related to this position.

The Administrative Service Centers will provide support to UNC's administrative divisions and academic colleges. ASCs will reduce fragmentation in roles and emphasize specializations. In its basic form, the ASC team will consist of (1) an administrative operations manager, (2) a human resources specialist, (3) an accounting specialist, and (4) a communications specialist.

C. Briefly summarize the purpose of this position.

With a consistent voice, the communications specialist supports the goals of the university's central marketing initiatives and development of unit social media. The Communications Specialist develops, writes and edits content that strengthens the unit's identity and brand. This position coordinates the project administration of a wide spectrum of unit marketing initiatives with primary focus on identity building, integrated marketing and serving

clients within the unit. Project administration may include planning and facilitating special events, coordinating photo and video shoots, and developing timelines.

This position requires exceptional promotional writing and editing skills, knowledge of marketing communications and techniques, a solid understanding of social media, strong organization and project management skills and the ability to communicate and collaborate effectively with people.

D. Summarize specific duties added to this position and where they came from. Include position numbers if duties came from other positions.

Internal event planning Internal student/staff communications Internal news/announcement coordination Unit content coordination for marketing/PR Unit social media coordination Official functions Website management/maintenance

E. Summarize specific duties deleted from this position and where they went. Include position numbers if duties went to other positions.

N/A

III. Primary Job Duties

Document current, permanent, primary job duties. The total of all duties must equal 100%. Document the attributes of current essential functions using the detachable listing on the last page.

A. Duty: Campus Communication

50%

Brief Duty Description:

Print materials: Graphic design, copywriting, distribution, and project management of printed materials including event programs, invitations & RSVPs, posters, advertisements, and others as needed to promote College events and programs. Web & Digital Communication: maintain and update current College and departmental websites. Create or coordinate digital assets such as video, images, and written content. Manage social media accounts and editorial calendar for regular posting on blogs, Facebook, Twitter, YouTube and others.

Provide specific examples of regular, ongoing decisions made by this position related to this duty.

[Click or tap here to enter text.](#)

In performing this duty, provide examples of typical problems or challenges encountered by this position, and the guidance used to resolve the problem.

[Click or tap here to enter text.](#)

ADAAA Essential Function?	<u>X</u>	Yes	<u> </u>	No			
Functional Attributes:	Physical	B7-12, 18	Mental	1-4, 6, 7, 9, 11	Environmental		Hazards
		<u> </u>		<u> </u>	<u> </u>		<u> </u>

B. Duty: Multimedia Content Development and Writing

25%

Brief Duty Description:

Develop, conceptualize, research, write and edit promotional and task-based information for unit publications and key web sites. Write, revise or edit print or web content provided by campus clients and as needed by University Advancement team. Organize text content for web and print projects and collaborate with graphic designers or web developer to complete final project. Work with creative team to develop and write scripts for videography of both advertising videos and marketing or story-telling videos. Work with communicators throughout the university to assist in developing original copy and review to ensure consistent university voice, tone and messaging are realized.

Provide specific examples of regular, ongoing decisions made by this position related to this duty.

[Click or tap here to enter text.](#)

In performing this duty, provide examples of typical problems or challenges encountered by this position, and the guidance used to resolve the problem.

[Click or tap here to enter text.](#)

ADAAA Essential Function?	<u>X</u>	Yes	<u> </u>	No			
Functional Attributes:	Physical	B7-12, 18	Mental	1-4, 6, 7, 9, 11	Environmental		Hazards
		<u> </u>		<u> </u>	<u> </u>		<u> </u>

C. Duty: Event Planning

25%

Brief Duty Description:

Coordination of special unit events. Submit requests for University Advancement and Marketing Department's presence at the events to take photos and videos of top priority DSA Internal Events, such as Call Dibs, Lunar New Year, Lu'au, cultural-based events, and student-centered scholarship banquets. Food and Alcohol forms will be completed for all unit events. Plan and coordinate photo and video shoots with university videographer, photographer and creative team. Plan and facilitate special marketing events for the unit.

Provide specific examples of regular, ongoing decisions made by this position related to this duty.

[Click or tap here to enter text.](#)

In performing this duty, provide examples of typical problems or challenges encountered by this position, and the guidance used to resolve the problem.

Click or tap here to enter text.

ADAAA Essential Function? X Yes No
Functional Attributes: Physical B7-12, 18 Mental 1-4, 6, 7, 9, 11 Environmental 5 Hazards

D. Duty: Click or tap here to enter text. %

Brief Duty Description:

Click or tap here to enter text.

Provide specific examples of regular, ongoing decisions made by this position related to this duty.

Click or tap here to enter text.

In performing this duty, provide examples of typical problems or challenges encountered by this position, and the guidance used to resolve the problem.

Click or tap here to enter text.

ADAAA Essential Function? Yes No
Functional Attributes: Physical Mental Environmental Hazards

E. Duty: Click or tap here to enter text. %

Brief Duty Description:

Click or tap here to enter text.

Provide specific examples of regular, ongoing decisions made by this position related to this duty.

Click or tap here to enter text.

In performing this duty, provide examples of typical problems or challenges encountered by this position, and the guidance used to resolve the problem.

Click or tap here to enter text.

ADAAA Essential Function? Yes No
Functional Attributes: Physical Mental Environmental Hazards

IV. LINE AUTHORITY

Check the category that best describes the position's formal, direct supervisory responsibility. Note: the calculation of 1 Full Time Equivalent (FTE) = 2080 hours/year or 40 hours/week for 52 weeks.

 X **No formal supervisory authority.**

 Work leader over others. # FTE Position #s Click or tap here to enter text.

Work Leader is partially accountable for work product of a minimum of 2 FTE with 1 FTE in the same class series or at the same conceptual level.

 Supervise others. # FTE Position #s Click or tap here to enter text.

Supervisor is accountable, including signature authority, for actions and decisions impacting the pay, status, and tenure, including performance evaluations and 1st step grievance resolution, of at minimum of 3 FTE with 1 FTE in the same class series or at the same conceptual level.

 Supervise multiple units as a 2nd level supervisor. Total FTE in units

FTE of subordinate supervisors

Position #s Click or tap here to enter text.

 Supervise multiple units as a 3rd level supervisor. Total FTE in units

FTE of subordinate 2nd level supervisors

Position #s Click or tap here to enter text.

THIS SECTION FOR APPOINTING AUTHORITY ONLY

Appointing authority, your input will be verified and approved by the human resources office before any items in these sections are accepted as official.

V. STAFF AUTHORITY

Some positions are delegated non-supervisory authority where agency management routinely relies on essential consultation when deciding broad, critical program or policy direction. These relatively rare and unique positions have a level of influence such that management decisions are **not** made without the position's essential advice and counsel, as demonstrated by direct impact and consequences of failure on agency mission, finances, productivity, and constituents. This authority **is not** a function of longevity, outstanding performance, or service as a resource by virtue of being the only position or most knowledgeable person in the unit who performs this work. Additional information or supplemental forms may be required, along with this section.

Check the applicable category of staff authority. A written endorsement or delegation from agency management (division director or equivalent, or higher) is required.

- _____ **Staff Authority** directly influences department or campus-wide management decisions in programmatic areas of expertise. Staff authorities have a specialized level of expertise for the program that does not exist in any other unit, program, or assignment. Management and peers agency-wide regularly rely on the staff authority when considering program direction.

What major program area of expertise is the basis for staff authority designation?

Provide at least one example of where this position's guidance or recommendations resulted in the subsequent adoption of a new or revised program or policy direction that had programmatic impact on the entire agency.

- _____ **Senior Authority** directly influences management decisions statewide. Senior authorities have a unique level of expertise that does not exist in any other agency.

What major program area of expertise is the basis for senior authority designation?

Provide at least one example of a strategy, guideline, rule, etc., where this position's findings resulted in the subsequent adoption of a new or revised program or policy that had programmatic impact in a different department(s).

- _____ **Leading Authority** directly influences management decisions beyond State boundaries. Leading authorities have a rare level of expertise that does not exist in Colorado, and possibly other state governments. This position is recognized as a regional, national, or international expert.

What major program area of expertise is the basis for leading authority designation?

How is this position recognized as an expert regionally, nationally, or internationally?

Why does the agency and State of Colorado need this position to function as a leading authority?

VI. CONDITIONS OF EMPLOYMENT

☐ Pre-employment Physical – *Describe any special physical requirements:*

☐ Pre-employment Drug Testing – *Describe any specific test:*

☐ Ongoing Functional Capacity Testing

☐ Colorado Driver's License Regular Commercial
List any endorsements required.

☐ Essential Services Designation – *Required to report without delay or interruption to provide essential or emergency services to ensure health, safety, and welfare.*

☒ Background Check – *Specify the type(s):*

☐ Shift Work – *Explain:*

☐ On-call Status – *Explain:*

☐ Use, Handling, or Exposure to hazardous materials – *Explain:*

☐ Use of Firearms or Other Weapons – *Explain:*

☒ Travel – *Explain:* May require travel to unit events.

☐ Special Qualifications – *Explain:*

☒ Other – *Explain:* May require hours outside of a regular M-F 8-5 schedule to attend unit events.

VII. CERTIFICATION

This document is an accurate and complete reflection of the position's official assignment.

Click or tap here to enter text.

Supervisor Name (Print)

Click or tap here to enter text.

Work Phone

Click or tap here to enter text.

Click or tap here to enter text.

Work Address

City

Zip

Click or tap here to enter text.

Email Address

Click or tap here to enter text.

Supervisor Signature

Date

Click or tap here to enter text.

Approving/Reviewing Official Name (Print)

Click or tap here to enter text.

Work Phone

Click or tap here to enter text.

Work Address

City

Zip

Click or tap here to enter text.

Email Address

Click or tap here to enter text.

Approving/Reviewing Official Signature

Click or tap here to enter text.

Date

Click or tap here to enter text.

Employee Name (Print)

Click or tap here to enter text.

Work Phone

Click or tap here to enter text.

Click or tap here to enter text.

Work Address

City

Zip

Click or tap here to enter text.

Email Address

Click or tap here to enter text.

Employee Signature

Date

THIS SECTION FOR HUMAN RESOURCES ONLY

Date Received _____ Action Number _____

Document is _____ complete _____ incomplete and returned (indicate below the date and reason(s))

Individual Allocation

Optional interview was _____ not conducted _____ conducted (Job Evaluation Interview attached)

Allocation was _____ by individual _____ by panel review

Evaluator/Panel Chair Name

Title

Date Reviewed

FLSA Designation

Position's FLSA: _____ Non-exempt _____ Essential Services

_____ Administrative Exempt _____ Executive Exempt _____ Professional Exempt

_____ Sales Exempt _____ Computer Professional Exempt

Reviewer's Signature

Title

Date

Pay Differentials

Pay differentials (specify):

Reviewer's Signature

Title

Date

Working Conditions

Working conditions confirmed. _____ Yes _____ No

Explain any changes.

Reviewer's Signature

Title

Date

Job Analysis

Job analysis completed with this review.

_____ Yes

_____ No

Date of Last Job analysis.

Appointing authority consulted.

_____ Yes

_____ No

Appointing authority name.

Appointing authority agreed with exam plan.

_____ Yes

_____ No

SME sheet updated.

_____ Yes

_____ No

Additional knowledge, skills, abilities and other personal characteristics identified since last Job Analysis.

	KSAOs	Importance of KSAO (1-5)	Difficulty to Learn (1-5)	Criticality	Level of KSAO Needed Upon Hire (1-5)	Representative Tasks And Location on PDQ	Importance of Task (1-5)
1.						Task: Location:	
2.						Task: Location:	

***Add as many rows as needed, for each new KSAO identified**

Special Qualifications

Special qualifications beyond those in the class description/MQ? _____ Yes _____ No

List applicable special qualifications:

Certifications

Licenses

Education

Experience

Briefly describe why these special qualifications cannot be obtained through training during the probationary or trial service period.

Reviewer's Signature

Title

Date

ADAAA Review

Functional attributes confirmed. _____ Yes _____ No

Reviewer's Signature

Title

Date

FUNCTIONAL ATTRIBUTES OF JOB DUTIES

I. PHYSICAL DEMANDS

A. SEDENTARY - Exert up to 10 lbs. of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects, including the human body. Involves sitting most of the time, but may involve walking or standing for brief periods of time.

B. LIGHT - Exert up to 20 lbs. of force occasionally, and/or up to 10 lbs. of force frequently, and/or a negligible amount of force constantly to move objects. Physical demands are in excess of those of Sedentary work. Light work usually requires walking or standing to a significant degree.

C. MEDIUM - Exert up to 50 lbs. of force occasionally, and/or up to 20 lbs. of force frequently, and/or up to 10 lbs. of force constantly to move objects.

D. HEAVY - Exert up to 100 lbs. of force occasionally, and/or up to 50 lbs. of force frequently, and/or up to 20 lbs. of force constantly to move objects.

E. VERY HEAVY - Exert in excess of 100 lbs. of force occasionally, and/or in excess of 50 lbs. of force frequently, and/or in excess of 20 lbs. of force constantly to move objects.

1. CLIMBING - Ascending or descending using feet and legs and/or hands and arms. Body agility is emphasized.

2. BALANCING - Maintaining body equilibrium to prevent falling on narrow, slippery, or erratically moving surfaces; or maintaining body equilibrium when performing feats of agility.

3. STOOPING - Bending body downward and forward. This factor is important if it occurs to a considerable degree and requires full use of the lower extremities and back muscles.

4. KNEELING - Bending legs at knees to come to rest on knee or knees.

5. CROUCHING - Bending body downward and forward by bending legs and spine.

6. CRAWLING - Moving about on hands and knees or hands and feet.

7. REACHING - Extending hand(s) and arm(s) in any direction.

8. HANDLING - Seizing, holding, grasping, turning, or otherwise working with hand or hands. Fingers are involved only to the extent that they are an extension of the hand.

9. FINGERING - Picking, pinching, or otherwise working primarily with fingers rather than with the whole hand or arm as in handling.

10. FEELING - Perceiving attributes of objects, such as size, shape, temperature, or texture, by touching with skin, particularly that of fingertips.

11. TALKING - Expressing or exchanging ideas by means of the spoken word. Talking is important for those activities in which workers must impart oral information to clients or to the public, and in those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.

12. HEARING - perceiving the nature of sounds. Used for those activities that require ability to receive detailed information through oral communication, and to make fine discriminations in sounds, such as when making fine adjustments on running engines.

13. TASTING/SMELLING - Distinguishing, with a degree of accuracy, differences, or similarities in intensity or quality of flavors and/or odors, or recognizing particular flavors and/or odors, using tongue and/or nose.

14. NEAR ACUITY - Clarity of vision at 20 inches or less. Use this factor when special and minute accuracy is demanded.

15. FAR ACUITY - Clarity of vision at 20 feet or more. Use this factor when visual efficiency in terms of far acuity is required in day and night/dark conditions.

16. DEPTH PERCEPTION - Three-dimensional vision. Ability to judge distances and spatial relationships so as to see objects where and as they actually are.

17. ACCOMMODATION - Adjustment of lens of eye to bring an object into sharp focus. Use this factor when requiring near point work at varying distances.

18. COLOR VISION - Ability to identify and distinguish colors.

19. FIELD OF VISION - Observing an area that can be seen up and down or to right or left while eyes are fixed on a given point. Use this factor when job performance requires seeing a large area while keeping the eyes fixed.

20. CONTROL OF OTHERS - seizing, holding, controlling, and/or otherwise subduing violent, assaultive, or physically threatening persons to defend oneself or prevent injury. Body strength and agility of all four limbs is necessary.

II. MENTAL FUNCTIONS

1. COMPARING - Judging the readily observable functional, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

2. COPYING - Transcribing, entering, or posting data.

3. COMPUTING - Performing arithmetic operations and reporting on and/or carrying out a prescribed action in relation to them.

4. COMPILING - Gathering, collating, or classifying information about data, people, or things. Reporting and/or carrying out a prescribed action in relation to the evaluation is frequently involved.

5. ANALYZING - Examining and evaluating data. Presenting alternative actions in relation to the evaluation is frequently involved.

6. COORDINATING - Determining time, place, and sequence of operations or action to be taken on the basis of analysis of data. May include prioritizing multiple responsibilities and/or accomplishing them simultaneously.

7. SYNTHESIZING - To combine or integrate data to discover facts and/or develop knowledge or creative concepts and/or interpretations.

8. NEGOTIATING - Exchanging ideas, information, and opinions with others to formulate policies and programs and/or jointly arrive at decisions, conclusions, solutions, or solve disputes.

9. COMMUNICATING - Talking with and/or listening to and/or signaling people to convey or exchange information, includes giving/receiving assignments and/or directions.

10. INSTRUCTING - Teaching subject matter to others, or training others through explanation, demonstration, and supervised practice; or making recommendations on the basis of technical disciplines.

11. INTERPERSONAL SKILLS/BEHAVIORS - Dealing with individuals with a range of moods and behaviors in a tactful, congenial, personal manner so as not to alienate or antagonize them.

III. ENVIRONMENTAL CONDITIONS & PHYSICAL SURROUNDINGS - exposure results in marked bodily discomfort.

1. EXPOSURE TO WEATHER - Exposure to hot, cold, wet, humid, or windy conditions caused by the weather.

2. EXTREME COLD - Exposure to nonweather-related cold temperatures.

3. EXTREME HEAT - Exposure to nonweather-related hot temperatures.

4. WET AND/OR HUMID - Contact with water or other liquids; or exposure to nonweather-related humid conditions.

5. NOISE - Exposure to constant or intermittent sounds or a pitch or level sufficient to cause marked distraction or possible hearing loss.

6. VIBRATION - Exposure to a shaking object or surface. This factor is rated important when vibration causes a strain on the body or extremities.

7. ATMOSPHERIC CONDITIONS - Exposure to conditions such as fumes, noxious odors, dusts, mists, gases, and poor ventilation, that affects the respiratory system, eyes or, the skin.

8. CONFINED/RESTRICTED WORKING ENVIRONMENT - Work is performed in a closed or locked facility providing safety and security for clients, inmates, or fellow workers.

IV. HAZARDS

1. Proximity to moving, mechanical parts.

2. Exposure to electrical shock.

3. Working in high, exposed places.

4. Exposure to radiant energy.

5. Working with explosives.

6. Exposure to toxic or caustic chemicals.