## Job Series Matrix

<table>
<thead>
<tr>
<th>Job Family: Communications</th>
<th>Job Series: Public Relations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Job Series Summary:</strong></td>
<td></td>
</tr>
<tr>
<td>Develop and implement strategies and programs that increase public awareness and understanding of the university, its achievements, and its value to the local and international community. Evaluate public attitudes towards the institution and execute a program of action to earn public understanding, acceptance, and support. Communicate with a variety of constituencies (faculty, staff, alumni, students, parents, potential students and their families, donors, the media, local, state, and federal governments, businesses, and the local community) for the purpose of enhancing those constituencies’ perception of the university.</td>
<td></td>
</tr>
</tbody>
</table>

### Additional jobs in this series on following pages.

<table>
<thead>
<tr>
<th>Job Title: Public Relations Associate</th>
<th>Job Title: Public Relations Officer 1</th>
<th>Job Title: Public Relations Officer 2</th>
<th>Job Title: Public Relations Officer 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade: F</td>
<td>Grade: H</td>
<td>Grade: I</td>
<td>Grade: K</td>
</tr>
<tr>
<td>Exemption: Non-exempt</td>
<td>Exemption: Exempt</td>
<td>Exemption: Exempt</td>
<td>Exemption: Exempt</td>
</tr>
<tr>
<td>Effective/Revision Date: 04/01/2015</td>
<td>Effective/Revision Date: 04/01/2015</td>
<td>Effective/Revision Date: 04/01/2015</td>
<td>Effective/Revision Date: 04/01/2015</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job Purpose</th>
<th>Job Purpose</th>
<th>Job Purpose</th>
<th>Job Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under direct supervision, provide support in planning, coordinating, and implementing communication programs that support public relations strategies and programs.</td>
<td>Under minimal supervision, provide support in planning, coordinating, and implementing communication programs. Develop external written communications and design and coordinate media relations programs and efforts.</td>
<td>Under the guidance of senior management, plan, coordinate and implement communication programs for a department/unit, center or institute. Develop internal and external written communications, Web and digital communications, and collateral materials and coordinate media relations programs and efforts.</td>
<td>Provide broad support or leadership in planning, coordinating, and implementing communication programs for a major university unit or university-wide program. Oversee external written and digital communications and media relations and assist with strategic planning efforts.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Core Duties</th>
<th>Core Duties</th>
<th>Core Duties</th>
<th>Core Duties</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Assist in the implementation of and support program communication efforts, including timely creation and editing of marketing campaigns, websites, blogs, emails, and newsletters.</td>
<td>• Develop, execute and oversee written communications of moderate complexity, including presentations, speeches, news stories, web content, talking points, and correspondence and social media posts.</td>
<td>• Provide public relations support for audiences that are both internal and external to the university.</td>
<td>• Provide public relations support for audiences that are both internal and external to the university, including on a national and international scale.</td>
</tr>
<tr>
<td>• Assist others in identifying and developing campus news stories.</td>
<td>• Participate in regular meetings of key researchers with media relations needs to develop strategies and tactics for facilitating effective communications.</td>
<td>• Plan and execute activities to support public relations objectives.</td>
<td>• Develop, execute, edit, and oversee written communications of complex nature, including key content messages for speeches, presentations, magazine columns, correspondence, social media posts, and opinion pieces.</td>
</tr>
<tr>
<td>• Review upcoming events, seminars, research reports, grant summaries, campus documents, specialized journals, and newsletters for possible leads to news and feature stories.</td>
<td>• Assist in identifying and maintaining professional relationships with key press and community leaders.</td>
<td>• Develop, execute and oversee written communications of moderate complexity, including presentations, speeches, news stories, web content, talking points, and correspondence and social media posts.</td>
<td>• Develop strategies for brand managements, reputation management and issues management of moderate complexity.</td>
</tr>
<tr>
<td>• Assist in the production of content for the applicable university or unit websites; promote news stories to targeted regional, national, and international media.</td>
<td>• Assist in preparing content for internal or external newsletters. Understand email and digital content distribution.</td>
<td>• Build and maintain relationships with internal and external partners</td>
<td>• Design and implement effective media relations programs with routine outreach to local and national news organizations.</td>
</tr>
</tbody>
</table>
### Job Series Matrix

- Coordinate media relations, and ensure logistics and preparations are handled for media staff.
- Identify individuals/groups to attend and/or speak at public meetings or other events.
- Coordinate media, community or government relations, and ensure logistics and preparations are handled.
- Identify and maintain professional relationships with key press, policy influencers and community leaders.
- Prepare content for internal or external newsletters. Understand email and digital content distribution.
- Assist in developing strategies for brand managements, reputation management and issues management of moderate complexity.
- Assist with the design and implementation of effective constituent communications programs and social media strategies.
- Serve as a project leader for public relations activities of small to moderate complexity.
- Design and implement effective constituent communications programs.
- Design and implement social media strategies.
- Liaise with staff responsible for a variety of community outreach activities.
- Leverage relationships with key reporters and editors, media, community and/or government leaders.
- Establish relationships with key reporters and editors at top-tier and influential media outlets.
- Participate in strategic planning, financial and business planning, special projects, and other assignments pertaining to the mission of communications and PR functions.
- Develop strategic comprehensive communication plans to meet the needs of key audiences.
- May supervise others.

<table>
<thead>
<tr>
<th>Minimum Education and Experience Required</th>
<th>Minimum Education and Experience Required</th>
<th>Minimum Education and Experience Required</th>
<th>Minimum Education and Experience Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor's degree and one year of relevant experience or combination of education and relevant experience.</td>
<td>Bachelor's degree and three years of relevant experience or combination of education and relevant experience.</td>
<td>Bachelor's degree and five years of relevant experience or combination of education and relevant experience.</td>
<td>Bachelor's degree and seven years of relevant experience or combination of education and relevant experience.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Minimum Knowledge, Skills and Abilities Required</th>
<th>Minimum Knowledge, Skills and Abilities Required</th>
<th>Minimum Knowledge, Skills and Abilities Required</th>
<th>Minimum Knowledge, Skills and Abilities Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrated written and oral communication skills.</td>
<td>Excellent written communication skills, reporting skills, and skills in conceptual editing, copy editing, and proof reading.</td>
<td>Excellent written communication skills, reporting skills, and advanced skills in conceptual editing, copy editing, and proof reading.</td>
<td>Excellent written communication skills, outstanding research and analytical skills, and skills in conceptual editing, copy editing, and proof reading.</td>
</tr>
<tr>
<td>Demonstrated planning and/or project management and organizational skills.</td>
<td>Ability to work collaboratively with internal communications groups across campus.</td>
<td>Ability to work collaboratively with internal communications groups across campus.</td>
<td>Ability to work collaboratively with internal communications groups across campus.</td>
</tr>
<tr>
<td>Ability to be self-directed and take initiative.</td>
<td>Demonstrated interpersonal skills in working with a variety of people. Capacity to write and synthesize materials and communicate information in a manner easily understood.</td>
<td>Demonstrated interpersonal skills in working with a variety of people. Capacity to write and synthesize materials and communicate information in a manner easily understood.</td>
<td>Mastery of skills in journalism and public relations.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Certificates and Licenses Required</th>
<th>Certificates and Licenses Required</th>
<th>Certificates and Licenses Required</th>
<th>Certificates and Licenses Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>
### Job Series Matrix

<table>
<thead>
<tr>
<th>Physical Requirements</th>
<th>Physical Requirements</th>
<th>Physical Requirements</th>
<th>Physical Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Constantly perform desk-based computer tasks.</td>
<td>• Constantly perform desk-based computer tasks.</td>
<td>• Constantly perform desk-based computer tasks.</td>
<td>• Constantly perform desk-based computer tasks.</td>
</tr>
<tr>
<td>• Frequently stand/walk, sit, use a telephone, grasp lightly/fine manipulation, speaking.</td>
<td>• Frequently stand/walk, sit, use a telephone, grasp lightly/fine manipulation, speaking.</td>
<td>• Frequently stand/walk, sit, use a telephone, grasp lightly/fine manipulation, speaking.</td>
<td>• Frequently stand/walk, sit, use a telephone, grasp lightly/fine manipulation, speaking.</td>
</tr>
<tr>
<td>• Occasionally grasp forcefully, writing by hand.</td>
<td>• Occasionally grasp forcefully, writing by hand.</td>
<td>• Occasionally grasp forcefully, writing by hand.</td>
<td>• Occasionally grasp forcefully, writing by hand.</td>
</tr>
<tr>
<td>• Rarely sort/file paperwork.</td>
<td>• Rarely sort/file paperwork.</td>
<td>• Rarely sort/file paperwork.</td>
<td>• Rarely sort/file paperwork.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Working Conditions</th>
<th>Working Conditions</th>
<th>Working Conditions</th>
<th>Working Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Occasional work on evenings and weekends.</td>
<td>• Occasional work on evenings and weekends.</td>
<td>• Occasional work on evenings and weekends.</td>
<td>• Occasional work on evenings and weekends.</td>
</tr>
<tr>
<td>• On call and ability to respond 24/7.</td>
<td>• On call and ability to respond 24/7.</td>
<td>• On call and ability to respond 24/7.</td>
<td>• On call and ability to respond 24/7.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Work Standards</th>
<th>Work Standards</th>
<th>Work Standards</th>
<th>Work Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations.</td>
<td>• Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations.</td>
<td>• Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations.</td>
<td>• Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations.</td>
</tr>
<tr>
<td>• Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned.</td>
<td>• Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned.</td>
<td>• Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned.</td>
<td>• Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned.</td>
</tr>
<tr>
<td>• Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University’s Administrative Guide, <a href="http://adminguide.stanford.edu/">http://adminguide.stanford.edu/</a>.</td>
<td>• Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University’s Administrative Guide, <a href="http://adminguide.stanford.edu/">http://adminguide.stanford.edu/</a>.</td>
<td>• Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University’s Administrative Guide, <a href="http://adminguide.stanford.edu/">http://adminguide.stanford.edu/</a>.</td>
<td>• Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University’s Administrative Guide, <a href="http://adminguide.stanford.edu/">http://adminguide.stanford.edu/</a>.</td>
</tr>
</tbody>
</table>

Manager levels on next pages.
## Job Series Matrix

<table>
<thead>
<tr>
<th>Managers</th>
<th>Managers</th>
<th>Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Job Title:</strong> Public Relations Manager 1</td>
<td><strong>Job Title:</strong> Public Relations Manager 2</td>
<td><strong>Job Title:</strong> Public Relations Manager 3</td>
</tr>
<tr>
<td><strong>Job Code:</strong> 4266</td>
<td><strong>Job Code:</strong> 4267</td>
<td><strong>Job Code:</strong> 4268</td>
</tr>
<tr>
<td><strong>Grade:</strong> L</td>
<td><strong>Grade:</strong> N</td>
<td><strong>Grade:</strong> O</td>
</tr>
<tr>
<td><strong>Exemption:</strong> Exempt</td>
<td><strong>Exemption:</strong> Exempt</td>
<td><strong>Exemption:</strong> Exempt</td>
</tr>
<tr>
<td><strong>Effective/Revision Date:</strong> 04/01/2015</td>
<td><strong>Effective/Revision Date:</strong> 04/01/2015</td>
<td><strong>Effective/Revision Date:</strong> 04/01/2015</td>
</tr>
</tbody>
</table>

### Core Duties

- **Manage public relations teams. Develop, execute and assess a proactive communications strategy aimed at brand management and elevating the reputation of the school/VP area nationally and internationally.**

- **Participate in the development of strategic communication plans, including long and short term goals, with methods of measuring the plan’s impact on and contribution to the school/VP area.**

- **Participate with the development of key messages and strategies to communicate complex information to multiple audiences and constituencies through a wide variety of communications platforms, including digital, print, social and media.**

- **Prepare for crisis communications response.**

- **Contribute to devising and implementing efficient and effective means of communicating the innovations, academic excellence, and essential nature of the school/VP area and its components to internal audiences, the general public, the media, alumni, prospective and admitted students, faculty, staff, and current students.**

- **Monitor staff and resources to determine if they are appropriately aligned to deliver the objectives of the organization.**

- **Leverage relationships with key reporters and editors, media, community and/or government leaders.**

- **Cooperate closely with the university's communications office to ensure consistent and complementary strategic plans with overall university outreach and communications.**

### Job Purpose

- **Manage public relations teams. Act as chief spokesperson for a school/VP or university-wide program. Develop, execute and assess a proactive communications strategy aimed at brand management and elevating the reputation of university-wide programs or its school/VP area nationally and internationally.**

- **Head of public relations for a school/VP area. Responsible for managing high-profile and reputational matters for a school/VP area.**

- **Develop strategic communication plans to manage issues including long and short term goals, with methods of measuring the plan’s impact on and contribution to the school/VP area.**

- **Develop key messages and strategies to communicate complex information to multiple audiences and constituencies through a wide variety of communications platforms, including digital, print, social and media.**

- **Prepare for crisis communications response.**

- **Devises and implements efficient and effective means of communicating the innovations, academic excellence, and essential nature of the school/VP area or program and its components to internal audiences, the general public, the media, alumni, prospective and admitted students, faculty, staff, and current students.**

- **Monitor staff and resources to determine if they are appropriately aligned to deliver the objectives of the organization.**

- **Leverage relationships with key reporters and editors, media, community and/or government leaders.**

- **Cooperate closely with the university's communications office to ensure consistent and complementary strategic plans with overall university outreach and communications.**

- **Develop strategic communication plans to manage high-profile issues and reputational matters including long and short term goals, with methods of measuring the plan’s impact on and contribution to the school/VP area.**

- **Develop key messages and strategies to communicate complex information to multiple audiences and constituencies through a wide variety of communications platforms, including digital, print, social and media.**

- **Direct crisis communications response, including issues with reputational impact and emergency matters.**

- **Devises and implements efficient and effective means of communicating the innovations, academic excellence, and essential nature of the school/VP area and its components to internal audiences, the general public, the media, alumni, prospective and admitted students, faculty, staff, and current students.**

- **Keep a finger on the pulse of the relevant issues and trends that could affect the school/VP area’s reputation, and keep the appropriate senior leaders apprised of such issues.**

- **Provide strategic counsel on reputation management and other such issues to school/VP area management.**
Monitor staff and resources to determine if they are appropriately aligned to deliver the objectives of the school/VP area.

Advise the school’s leadership as to the reputational risks and public relations implications of current events, school issues, other developments in higher education, and actions and/or policies contemplated by the school.

Represent the school/VP area at press conferences, briefings and presentations.

### Minimum Education and Experience Required

<table>
<thead>
<tr>
<th>Minimum Education and Experience Required</th>
<th>Minimum Education and Experience Required</th>
<th>Minimum Education and Experience Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor’s degree and eight years of relevant experience or combination of education and relevant experience.</td>
<td>Bachelor’s degree and ten years of relevant experience or combination of education and relevant experience.</td>
<td>Bachelor’s degree and twelve years of relevant experience or combination of education and relevant experience.</td>
</tr>
</tbody>
</table>

### Minimum Knowledge, Skills and Abilities Required

- Excellent communications skills and presence at all levels and for all audiences.
- Strong influencing, negotiating, and relationship management skills.
- Demonstrated ability to earn credibility and influence opinion leaders.
- Understanding of brand management principles.
- Capacity to write and synthesize complex materials and communicate highly technical information in a manner easily understood.
- Ability to motivate, develop and train staff.

- Depth of experience, sensitivity, and confidence befitting a strategic leadership position.
- Strong strategic and tactical thinking ability.
- Proven ability to manage large and complex issues through diverse and competing interests.
- Outstanding communications skills and presence at all levels and for all audiences, nationally and internationally.
- Strong influencing, negotiating, and relationship management skills.
- Demonstrated ability to earn credibility and influence opinion leaders.
- Thorough understanding of brand management principles.
- Capacity to write and synthesize complex materials and communicate highly technical information in a manner easily understood.
- Creative thinker with a desire and ability to seek opportunities for continuous improvement.
- Proven management skills and the ability to build and sustain a best in class communications team.

- Experience advising senior management on complex communications issues. Strong understanding of reputational risk, brand management and issues management.
- Depth of experience, sensitivity, and confidence befitting a strategic leadership position.
- Proven ability as a creative talent and in managing large and complex issues through diverse and competing interests.
- Exceptional communications skills and presence at all levels and for all audiences, nationally and internationally.
- Strong influencing, negotiating, and relationship management skills.
- Demonstrated ability to earn credibility and influence opinion leaders.
- Mastery of brand management principles.
- Capacity to write and synthesize complex materials and communicate highly technical information in a manner easily understood.
- High degree of personal initiative; outstanding interpersonal, verbal, written communications; team building, negotiation, and process facilitation skills.
- Proven management skills and the ability to build and sustain a best in class communications team.
<table>
<thead>
<tr>
<th>Certificates and Licenses Required</th>
<th>Certificates and Licenses Required</th>
<th>Certificates and Licenses Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Physical Requirements</th>
<th>Physical Requirements</th>
<th>Physical Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Constantly perform desk-based computer tasks.</td>
<td>• Constantly perform desk-based computer tasks.</td>
<td>• Constantly perform desk-based computer tasks.</td>
</tr>
<tr>
<td>• Frequently stand/walk, sit, use a telephone, grasp lightly/fine manipulation, speaking.</td>
<td>• Frequently stand/walk, sit, use a telephone, grasp lightly/fine manipulation, speaking.</td>
<td>• Frequently stand/walk, sit, use a telephone, grasp lightly/fine manipulation, speaking.</td>
</tr>
<tr>
<td>• Occasionally grasp forcefully, writing by hand.</td>
<td>• Occasionally grasp forcefully, writing by hand.</td>
<td>• Occasionally grasp forcefully, writing by hand.</td>
</tr>
<tr>
<td>• Rarely sort/file paperwork.</td>
<td>• Rarely sort/file paperwork.</td>
<td>• Rarely sort/file paperwork.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Working Conditions</th>
<th>Working Conditions</th>
<th>Working Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Occasional work on evenings and weekends.</td>
<td>• Occasional work on evenings and weekends.</td>
<td>• Occasional work on evenings and weekends.</td>
</tr>
<tr>
<td>• On call and ability to respond 24/7.</td>
<td>• On call and ability to respond 24/7.</td>
<td>• On call and ability to respond 24/7.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Work Standards</th>
<th>Work Standards</th>
<th>Work Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations.</td>
<td>• Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations.</td>
<td>• Interpersonal Skills: Demonstrates the ability to work well with Stanford colleagues and clients and with external organizations.</td>
</tr>
<tr>
<td>• Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned.</td>
<td>• Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned.</td>
<td>• Promote Culture of Safety: Demonstrates commitment to personal responsibility and value for safety; communicates safety concerns; uses and promotes safe behaviors based on training and lessons learned.</td>
</tr>
<tr>
<td>• Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University’s Administrative Guide, <a href="http://adminguide.stanford.edu/">http://adminguide.stanford.edu/</a>.</td>
<td>• Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University’s Administrative Guide, <a href="http://adminguide.stanford.edu/">http://adminguide.stanford.edu/</a>.</td>
<td>• Subject to and expected to comply with all applicable University policies and procedures, including but not limited to the personnel policies and other policies found in the University’s Administrative Guide, <a href="http://adminguide.stanford.edu/">http://adminguide.stanford.edu/</a>.</td>
</tr>
</tbody>
</table>