Class Title: Public Information Specialist
UW Job Grade: 7
UW Payroll Code(s): 1537; 9737
Work Schedule: Monday-Friday, Days
Supervisor: Assistant Director for Occupancy Management

Position Purpose
The Public Information Specialist writes and edits communications material requiring special knowledge, initiative and judgment for use in communicating about Student and Desk Services and HFS; consults with clients and/or meets with subject matter experts to gather information for use in communications; is responsible for overseeing communications and content development within Student and Desk Services; plans and directs the development and communication of information designed to keep the public informed of the Department’s programs, accomplishments and point of view. This position is solely responsible for exercising independent judgment and judgment in interpreting and applying rules and regulations as they relate to communication strategies and efforts. Will independently advise HFS and University staff regarding communication program content, policies, procedures and activities as well as oversee content development, editing and distribution activities.

Description of Duties

Writing, reviewing and editing content (60%)
- Create all housing communication content development to ensure clear and consistent messaging.
- Ensure accuracy, relevance and consistency tone and messaging of housing communications.
- Ensure accurate distribution of housing operational correspondence to students.
- Manage all content creation, development and auditing for application, agreement, dining account web pages.
- Communicate professionally, concisely, effectively and accurately with customers and employees both verbally and in writing.
- Create communications to respond to letters of complaint.

Developing content strategy (10%)
- Monitor and evaluate the effectiveness of communications efforts and modify as necessary.
- Partner with the Communications and Marketing team in preparation and assessment of marketing efforts and content strategies.
- Manage annual process improvement efforts and production of recommendation materials.
- Prepare housing occupancy, outreach and marketing strategies and brainstorm, edit and review marketing materials and publications.
- Participate with unit leadership to determine priorities, activities, policies and procedures.

Planning and executing updates of documents and webpages (10%)
- Direct communication and content strategies related to application and assignment processes.
- Review and edit housing applications and student request forms.
- Manage annual agreement review process including updating content based on committee recommendations, soliciting and approving subject matter expert changes, finalizing and publishing all housing and public health agreements and addenda.
• Maintain student privacy standards and confidentiality of information and records by adhering to FERPA guidelines and HFS policies.

Planning and decision-making (7%)
• Exercise independent judgment in interpreting and applying rules and regulations for communication based on defined unit policies.
• Implement communication strategies regarding housing options and processes.
• Advise in short- and long-range planning, and achieving unit and Departmental goals and objectives.
• Identify items needing improvement to develop and implement process improvements.
• Work independently without direction, follow through on all assignments, and ensure work is complete, accurate, and submitted in a timely manner.
• Be knowledgeable about HFS policies and procedures and support changes made by HFS management and administrative staff.

Working with HFS and campus partners (5%)
• Manage all operational communications including producing content for student, departmental and University distribution across multiple channels.
• Participate with Departmental partners in all aspects of website creation, review, updating and approval.
• Review housing information on HFS and University partner webpages and provide content updates.
• Anticipate, identify and clarify needs of customers or campus partners and respond to these needs quickly and accurately.
• Adhere to UW branding guidelines, HFS style guide and Student Services communication standards.
• Utilize software systems including the Housing Management System, SharePoint, Great Plains and the Microsoft Office Suite.
• Maintain a clean, organized work area and promote environmentally sound systems and procedures.
• Provide consistent and courteous customer service via telephone, email and in person while enforcing all terms of the housing agreements.
• Resolve complaints from students, parents, University employees and the public.

Professional development and committee work (5%)
• Represent SSO on Web Governance Committee, Department Content Team and Housing and Marketing and Strategy committee.
• Attend special events and serve on Department and/or University committees as assigned.

Provide guidance within HFS and UW (3%)
• Schedule and monitor communication activities to ensure consistency with unit and Departmental goals.
• Provide guidance to unit staff regarding style and language usage in public-facing communications.
• Curate and manage unit communication style, language, tone and voice, and oversee compliance across all channels.
• Advise Desk and Student Services staff and collaborate with other University and HFS units as necessary in the creation, editing and delivery of operational correspondence, presentations, publications, handouts, etc.
• Create composition with timely distribution of accurate correspondence to students, parents, and University staff.
• Perform other duties as assigned.

Position Dimensions
This position requires an understanding and recognition of the University’s complex and decentralized environment, and how to communicate and coordinate activities with multiple university units and systems.

Reports to
Position works under general direction of Assistant Director of Occupancy Management. This position will also work closely with Communications and Marketing. Works independently to meet supervisors, unit and departmental goals and objectives.

Minimum Qualifications
• Bachelor’s degree in English, Journalism & Communications or related field and one to two years of related experience.
• Experience overseeing multi-faceted operations in a fast-paced customer service environment with extensive customer contact
• Excellent customer service and communication skills (in person, over the phone and in writing)
• Strong attention to detail
• Ability to prioritize tasks in a complex business environment
• Demonstrated success working both independently and within large, complex teams
• Experience interpreting, applying and explaining complex rules and procedures within a diverse environment
• Proficiency with PC, including Microsoft Office Word, Excel, PowerPoint and Project applications, electronic mail, calendar scheduling, and Internet
• Ability to work under conditions of rapid change, mounting complexity and increasing interdependence

Equivalent education/experience may substitute.

Desired Qualifications
• Proficiency with personal computing environment and online publishing.
• At least one year of experience working in a university housing or residential life program with experience in editing and content strategy development.
• The ability to quickly adapt to new software and web applications.
• Experience working in a large university or complex corporate setting

Condition of Employment
• A satisfactory outcome from the employment verification and reference check processes is required prior to hire.