RESOLUTION
concerning
ABOLISHMENT OF CLASSIFIED POSITION, PUBLICIST
AND
ESTABLISHMENT OF UNCLASSIFIED POSITION,
ASSISTANT DIRECTOR OF DEVELOPMENT/PUBLIC RELATIONS/
ADMINISTRATOR III
AT
EASTERN CONNECTICUT STATE UNIVERSITY
January 18, 1985

RESOLVED, That the classified position, Publicist, be abolished and that the unclassified position, Assistant Director of Development/Public Relations/Administrator III, be established at Eastern Connecticut State University, effective January 18, 1985, in accordance with all provisions and expectations as set forth in the proposal dated December 19, 1984, which is attached as an addendum to this Resolution.

A Certified True Copy:

James A. Frost
President
TITLE: Assistant Director of Development/Public Affairs

FUND: General

POSITION TYPE: PERMANENT xx TEMPORARY

FULL-TIME xx PART-TIME

EFFECTIVE DATE: January 18, 1984

BARGAINING UNIT SUOAF/AFSCME

COST: -0-

PROPOSAL: To change the present position of classified Publicist to unclassified position of Assistant Director of Development/Public Relations with the primary emphasis of assisting the Director in administering institutional development activities such as public affairs, public relations, alumni affairs, research, fund raising and grant solicitation.

SUMMARY: Please see the attached job description.

DATE: 12/19/84

BY: Robert N. Horrocks
Dean of Personnel Administration

Charles R. Webb, President

Vice-President for Administrative Affairs
EASTERN CONNECTICUT STATE UNIVERSITY

POSITION DESCRIPTION

POSITION TITLE
Assistant Director of Development/Public Affairs

ADMINISTRATIVE RANK
Administrator 3

Under the supervision of the Director of Development, the Assistant Director of Development/Public Relations performs the following functions:

1. Assists the Director in administering institutional development activities such as public affairs, public relations, alumni affairs, research, fund raising and grants solicitation as required.

2. Develops and maintains liaison relationship with press media. Responsible for developing press releases including composition, editing, layout and photo work.

3. Assists with coordinating university special events as required (conferences, seminars, national athletic tournaments, musical and cultural events).

4. Responsible for production of the News Digest (internal university newspaper).

5. Assists with advertising and promotional campaigns.

6. Develops and maintains active speaker's bureau for the University.

7. Prepares materials for publication (catalog, brochures, pamphlets, posters, student recruitment materials) as required.

8. Furnishes publicity and public relations materials to media via conference, workshop and special event attendance.

9. Performs other duties and responsibilities related to those enumerated above which do not alter the basic level of responsibility of the position.

QUALIFICATIONS

Two to three years experience in development work, and demonstrating ability to relate effectively to university personnel, news media personnel, community organizations, and general public. Demonstrated understanding of advertising, marketing, publishing, and public relations.

A Bachelor's Degree required. A Master's Degree preferred.

These qualifications may be waived for individuals with appropriate alternate experience.

Signature Date
for SUOAF/AFSCME

Signature Date
for the University

RNH/emb
12/19/84