

CALIFORNIA STATE UNIVERSITY, FRESNO, ASSOCIATION, INC.

Position Title: **Public Relations Coordinator**
Part time student: 20 hours max per week

Department: PR/Graphics, University Student Union

Reports To: Operations Services Coordinator, University Student Union

I. General Responsibilities: This person will write, produce, coordinate and distribute University Student Union/Student Activities Office information as assigned. Maintain good public relations between the University Student Union, the campus community, and local media.

II. SPECIFIC RESPONSIBILITIES

- A. Update all media lists, contact names, phone numbers and fax numbers: radio, television, newspapers, etc.
- B. Write and design press releases for events including comedy shows, concerts, performing arts, lectures, tournaments, festivals, recreation trips, etc. Create press releases and media kits using information from submitted request forms, biographies, articles, etc.
- C. Fax and/or mail press releases, media kits, promotional material, etc. to radio stations, television stations, newspapers, etc. Set up interviews for performing artists with various media if applicable.
- D. Prepare and edit copy for published materials including flyers, posters, brochures, print ads, newsletters, calendars, etc., and electronic media including television, cable, radio, computers, etc. Prepare updated copy for the University Student Union Website.
- E. Assist with press conferences and promotional events. Assist with on-site media coverage at occasional events including concerts, festivals, etc.
- F. Design simple graphic requests including signs, posters and flyers for A-frames, display windows, etc.
- G. Regularly send press releases, public service announcements (PSAs), promotional information, press kits, etc. to and maintain a close relationship with local TV stations regarding their community calendars, as well as Public Information on campus for coverage in their magazine/newsletter, The Collegian, The Fresno Bee and KFSR radio.
- H. Maintain a close relationship with each of the USU Productions Coordinators regarding their events: B.A.G. of Laughs, The Music Scene, Homecoming, Special Events, Recreation/Leisure, The Point, Center Stage, Big Screen, and Celebrations/Festivals.
- I. Responsible for media coverage via athletic billboards on Barstow/Cedar.

- J. Produce the University Student Union monthly newsletter. Deliver original to and pick up copies from campus Copy Center; deliver copies to Distribution Coordinator. Production involves the following:

Meet with USU Productions advisors to detail all USU Productions events, times, locations, ticket prices, etc. taking place in the upcoming month ... speak more lengthily with appropriate Productions Coordinator if event lends itself to a feature article (photo, quotes, etc.)

1. Uphold relations with the Information Center, Student Activities, and Reservations Center; check with above monthly for advertisements to publish in the newsletter or ideas/information for feature articles.
2. Uphold relations with USU Productions, Greek Affairs, ASI, Vintage Days, and other University Student Union related organizations; check with above monthly for future event highlights, information, possible features, etc.
3. Feature different pages of highlights of the University Student Union Website.
4. Interview a staff, faculty or volunteer within the University Student Union for the makings of a creative feature, as well as to recognize the commendable efforts of the individual.
5. Newsletter additions may include a cartoon strip, crossword puzzle, contest, etc.

III. MINIMUM QUALIFICATIONS

- A. Must possess and demonstrate strong writing skills.
- B. Ability to create, design, produce print materials, presentation materials, and displays.
- C. Must be familiar with writing press releases, Public Service Announcements, and written advertisements.
- D. Proficient with the Apple Macintosh computers and various hardware and peripherals.
- E. Knowledge of Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Adobe Pagemaker, and Adobe Illustrator.
- F. Must meet deadlines and successfully work under pressure.
- G. Must possess good customer service skills, including strong verbal communication abilities.
- H. Must be a Fresno State Student- Student employment opportunities are for students currently enrolled at Fresno State in a minimum of at least 6 units for **Undergraduate** students with a minimum GPA of 2.00 per previous semester. **International undergraduate** students are required to be enrolled in a minimum of 12 units, with a minimum cumulative GPA of 2.00 and to provide documentation of appropriate and required work forms. **Graduate** students must be enrolled for a minimum of at least 4 units with a cumulative GPA of 3.00. **International graduate** students are required to be enrolled in minimum of 9 units.