



Cornell University Staff Compensation Program Generic Job Profile Summaries

Communications Job Family: **Communications Assistant Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity.

GENERIC JOB PROFILE SUMMARIES

Specialty	Communications Assistant IV INDIVIDUAL CONTRIBUTOR	Communications Assistant V INDIVIDUAL CONTRIBUTOR
Content Creation	Assist in creating and distributing short form communication materials including newsletters, brochures, flyers, social media posts etc. Contribute to the creation and editing of designs/promotions/images using communications software.	Create short form communication materials including newsletters, brochures, flyers, social media posts etc. Create and edit designs/promotions/images using communications software. Support maintenance of content calendar.
	Assist with writing social media content. Monitor social media platforms and update with approved content.	Write, edit and seek approval to post to social media platforms. Monitor social media platforms and update with approved content.
	Contribute to presentation slideshows; add interactive and other media to the website; proofread and edit various written content.	Create content for, and contribute to, complex presentation slideshows; add interactive and other media to websites; proofread and edit written content.
	May design layouts, formats, approaches, content, and mediums necessary to meet project objectives.	Design and/or consult on the design of layouts, formats, and content strategy to meet project objectives.
	Assist in the design of advertising and marketing materials.	Assist in the development and design of advertising and marketing materials.
Project Collaboration	May collaborate with client and/or team to determine scope of project(s). Help define expected costs and timeline for project deliverables. Collaborate with team to identify client needs/requirements; recommend, develop and implement appropriate recommendations/solutions.	Collaborate with client and/or team to determine scope of project(s). Help define expected costs and timeline for project deliverables. Identify client needs/requirements; recommend, develop and implement appropriate recommendations/solutions.

Specialty	Communications Assistant IV INDIVIDUAL CONTRIBUTOR	Communications Assistant V INDIVIDUAL CONTRIBUTOR
Outreach Support	Support the coordination of marketing campaigns. Follow university-established branding guidelines and assist with related training.	Assist with the design of marketing campaigns. Follow university-established branding guidelines and provide training to staff.
Website Activities	May create or assist in the creation of templates to enhance website layouts; update websites by posting articles, photo galleries, links, and other content.	Create templates to enhance website layouts; update websites by posting articles, photos, page components to create articles, photo galleries, links, and other content.
	Maintain and update web pages, as directed, using a content management system according to pre-established schedules.	Write copy and create content to maintain and update web pages using a content management system according to pre-established schedules.
	Continually review website to catch bugs, correct errors and typos, fix broken links and cross-link new resources to relevant pre-existing pages.	Continually review website to catch bugs, correct errors and typos, fix broken links and cross-link new resources to relevant pre-existing pages.
Events/Meeting Coordination	Assist in coordinating and promoting special events, meetings and activities.	Coordinate, promote, facilitate and plan special events, meetings and activities.
Archival/Storage	Update and maintain archival and storage of communication related materials and relevant news items.	Oversee archival and storage of communication related materials and relevant news items.
Expenditures/Assets	Prepare, track and report on expenditures, supply and equipment needs. Track assets to ensure that prearranged acquisition and update schedules are met. Coordinate with printers/vendors, purchase materials as needed	Prepare, track and create reports of expenditures, supply and equipment needs; assist with the preparation of annual budget requests. Track assets to ensure that prearranged acquisition and update schedules are met.
Licenses/Permissions	Assist with gathering licenses and permissions for media usage.	Gather licenses and permissions for media usage.

JOB FACTOR PROFILE TABLE

FACTOR PROFILE	11506 COMMUNICATIONS ASSISTANT IV, BAND D	11507 COMMUNICATIONS ASSISTANT V, BAND E
MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY	Associate’s degree and 2 to 4 years relevant experience or equivalent combination	Associate’s degree and 4 to 6 years relevant experience or equivalent combination
IMPACT	Extends beyond college/unit	Extends beyond college/unit
CONTACTS - INSIDE	Coordinate activities Contribute to group projects	Coordinate activities Contribute to group projects
CONTACTS - OUTSIDE	Conduct somewhat complex business activities Obtain involved information Provide detailed response	Conduct somewhat complex business activities Obtain involved information Provide detailed response
CONTACTS - STUDENTS	Provide information or instruction on policies/procedures	Provide information or instruction on policies/procedures
SUPERVISION	None given	Group leader Full responsibility for students, temporaries, and employees who do similar work Includes recommendations for hiring and performance appraisals
COMPLEXITY	Focus on an entire field	Focus on an entire field

FACTOR PROFILE	11506 COMMUNICATIONS ASSISTANT IV, BAND D	11507 COMMUNICATIONS ASSISTANT V, BAND E
LEVEL OF DECISION MAKING	Responsible for making some decisions which require consideration of various criteria. Decisions are usually within limits	Responsible for making some decisions which require consideration of various criteria. Decisions are usually within limits
FREEDOM OF ACTION	Little guidance to accomplish work activities Rarely refers situations to the supervisor	Little guidance to accomplish work activities Rarely refers situations to the supervisor
SUPPORT SKILLS – WRITING	Provides a non-standard response or prepares written material that requires some research	Provides a non-standard response or prepares written material that requires some research
SUPPORT SKILLS – COMPUTER	Use business or technical programs to complete task requiring sophisticated usage	Use business or technical programs to complete task requiring sophisticated usage
WORKING CONDITIONS - PHYSICAL	Lift less than 10 lbs.	Lift less than 10 lbs.
WORKING CONDITIONS - VISUAL	Close concentration and visual attention	Close concentration and visual attention
WORKING CONDITIONS - HAZARD	Normal working conditions including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required.	Normal working conditions including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required.