



THE CONNECTICUT STATE UNIVERSITY

P.O. Box 2008 • New Britain, Connecticut 06050 • (203) 827-7700

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

EASTERN CONNECTICUT STATE UNIVERSITY
UNCLASSIFIED POSITION ALTERATION SUMMARY

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

MP/emb


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. Develop and maintain 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
for SUOAF/AFSCME

Date

Signature
for the University

Date

RNH/emb
12/19/84