

WEST VIRGINIA UNIVERSITY RESEARCH CORPORATION
POSITION DESCRIPTION

Working Title	Communications Specialist (NAFTC222)
Department	National Alternative Fuels Training Consortium (NAFTC)
Position Location	Morgantown/Monongalia
Position Terms	Full-time (40 hpw), benefit eligible
ARRA Funded	

Purpose

The position provides support in development, coordination, and quality control of NAFTC publications and promotional materials, curriculum, and other training materials to ensure all are accurate and consistent with NAFTC goals and policies. This position is also significant to NAFTC relationships, grant writing support, and other tasks/projects.

Independently uses professional concepts and techniques, as well as organizational policies to solve a wide range of moderate to complex problems in imaginative and practical ways. Depth skills, knowledge, and interpretive abilities, as well as some creativity, are required to successfully perform duties. Work effort often addresses non-routine matters within established protocol, guidelines, and/or policies. Work effort has significant impact on client services and operations, producing moderate to major organizational, legal and financial results and/or liabilities.

Duties & Responsibilities

Responsibilities are functional in nature, and performed under limited supervision. Specific tasks include, but are not limited to:

- 1) Provides support in the development and coordination of marketing and communications activities, such as media development, relationship management, advertising, direct mailing, printing, customer events, and trade shows/conferences, video storyboarding, and other special communication related projects.
- 2) Conducts reviews, proofreads, and edits NAFTC curricula and training products.
- 3) Assists in oversight of quality control of NAFTC communication products which include curricula, publications, promotional materials, etc., confirming NAFTC editorial and design policies and standards have been met.
- 4) Conducts research, writes, prepares, and/or reviews/edits articles to be used in NAFTC publications and external industry magazines and newsletters.
- 5) Develops and maintains editorial calendar and writes and submits regular articles of technical content for print.
- 6) Facilitates in the coordination of NAFTC publications, including articles, confirming artwork, verifying facts, and confirming NAFTC editorial policies and standards have been met.
- 7) Provides support for and assists with fundraising activities as necessary, including research, grant writing, and sponsorship development.
- 8) Responsible for database maintenance.
- 9) Maintains knowledge of professional principles, legal and/or reporting requirements affecting area of responsibility, and adheres to industry and government standards.
- 10) Assists and/or follows direction of supervisor for professional development and to determine course of customer service.
- 11) Keeps record of article and image permissions and other records.

Supervisory/Lead Role

This position reports to the NAFTC Assistant Director-Communications. Normally receives no instructions on routine work, general instructions on new assignments. May determine methods and procedures on new assignments. General sharing of knowledge and team participation is expected in the role. Program, project or activity lead and work coordination responsibilities may occur or be assigned in this position. Guidance or supervision of others may be required.

Physical Demands

Must be able to operate standard office equipment including a computer, copy machine, printers, telephones, faxes, and others. Must be able to lift up to 30lbs. May occasionally require reaching to high or low places for lifting of files and other office items and equipment. Must independently travel for work assignments. Activities are predominantly non-manual though some manual work may be included.

Work Environment

Work will be in a typical office environment. However due to the nature of curriculum development duties, activities will be required in laboratory and shop settings in order to develop and evaluate training activities. This will place the incumbent in contact with those items normally encountered in an automotive shop environment.

Requisite Qualifications

Education and/or Experience

- 1) Bachelor's degree in a communications-related field, such as journalism, English or communications;
and
 - 2) Three years related experience
 - a. Publications management
 - b. Experience managing the development, review and production of a technical publication including writing, editing, and interviewing persons for newsletter articles
- or
- 1) equivalent combination of education and experience

Skills, Knowledge Abilities

- 1) Demonstrated technical writing skills.
- 2) Skilled in the writing and final publication of newsletters.
- 3) Knowledge of desktop publishing software (e.g., PageMaker, Photoshop, Quark Express, PowerPoint and Freehand) and Microsoft Office suite.
- 4) Knowledge of publication production, proper grammar, standard editing/proofreading procedures and journalistic and design principles.
- 5) Knowledge of marketing and public relations concepts and principles.
- 6) Knowledge of basic publication layout and design principles for newsletter, brochures, fact sheets, etc.
- 7) Demonstrated ability to use desktop publishing software, Adobe InDesign preferred,
- 8) Demonstrated ability to communicate effectively both orally and in writing.

- 9) Ability to manage multiple projects.
- 10) Demonstrated ability to produce effective, clear and cognizant copy for newspaper, magazines, web and other venues through strong writing, editing, and research skills.
- 11) Demonstrated ability to edit using standards of accepted style guides such as Chicago and Associated Press.
- 12) Demonstrated ability to pay close attention to detail.
- 13) Demonstrated ability to exhibit creative and innovative ideas.
- 14) Demonstrated ability to interpret technical terms used in automotive technician training materials and publications.
- 15) Demonstrated ability to work with professionals in technical and other fields to conduct interviews and determine their information needs/interests and to communicate clearly via verbal and written means with people of all backgrounds and educational levels.
- 16) Demonstrated ability to effectively research, compile and translate technical information into written materials that target appropriate audiences.
- 17) Demonstrated ability to work in diverse teams to accomplish work-plan objectives.
- 18) Maintains skills in, or knowledge of, professional principles, legal and/or reporting requirements affecting area of responsibility.
- 19) Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.
- 20) Ability to compute rate, ratio and percent and to draw and interpret bar graphs.
- 21) Demonstrated ability in problem solving, especially in high stress situations.
- 22) Demonstrated ability to operate effectively in a fast-paced high –volume environment.
- 23) Ability to maintain confidentiality.
- 24) Ability to maintain proper attendance and appropriate punctuality standards in a flexible work environment; dependable work ethic.

Behavioral Competencies

- 1) Technical skills – Strives to continuously build knowledge and skills; pursues training and development opportunities; assess strengths, weaknesses, and shares expertise with others.
- 2) Problem solving – Gathers and analyzes information, identifies problems, develops alternatives, uses reason even when dealing with emotional topics and works well in groups and resolves matters timely.
- 3) Internal & External Customer Service – Manages difficult or emotional matters with objectivity and openness; responds promptly to needs and requests for service and assistance; meets commitments and dates, notifies others if change occurs; provides, solicits and applies feedback; and builds goodwill through balanced contributions, positive approach, respect and support of others.
- 4) Communications – Demonstrates group presentation skills, participates in meetings, listens and gets clarification, is responsive and speaks clearly and persuasively in positive and negative situations. Writes and edits clearly and informatively, varies style to meet needs, presents numerical data effectively, and able to read and interpret written information.

- 5) Organizational Support – Aligns work and develops strategies to meet organizational goals; seeks to improve and promote quality; demonstrates accuracy and thoroughness; and upholds organizational expectations and values.
- 6) Self Management – Responds to management direction; resourcefully adapts to changes in work environment and circumstances; responds well under pressure and manages competing demands; takes calculated risks, asks for and offers help when needed; exercise discretion and sound judgment; is tactful and responsible for own actions.

Preferred Qualifications & Credentials

Education and/or Experience

- 1) Writing experience in an automotive, educational, environmental, engineering or government area
- 2) Technical writing experience about alternative fuel and advanced technology vehicles and training