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| **Administrative/Professional Position Description** |
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| **Department Number/Name**ECE | **Unit**NYU WIRELESS | **Division** |

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| **Object Code** | **Band/Level** | **Job Family** | **Current Position Title**Office / PR manager |

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| **Date Position Last Evaluated** | **NYU ID** | **FLSA Status** |

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| **Reports to Name (1)**Theodore Rappaport | **Reports to Name (2)** | **PA Position Number** |

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| **Reports to Title (1)**Professor | **Reports to Title (2)** | **Approved By** |

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| 1. **Position Summary**

The position is an office and PR manager for NYU WIRELESS, a research center at NYU for next-generation wireless technology. The center has a large number of students and faculty, as well as industrial sponsorships from approximately 14 major companies with millions of dollars in research. The position is responsible for maintaining relationships with industrial affiliates that sponsor the center, and all event planning (including the annual Brooklyn 5G summit and board meeting). In addition, the position will formulate PR strategy, develop web and newsletter content, organize and maintain social media, and coordinate with other PR and development offices at NYU to publicize the research. |
| **Principal Accountabilities** |
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|  | % (total to 100%) |

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| PR event planning: Organize successful annual affiliates open house, board meeting, and Brooklyn 5G Summit, have good rapport with industry sponsors. Coordinate with facilities, security, development and industrial affiliates in planning. Also, schedule and coordinate visits.  | 30 |

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| Office management: Oversee staff for all office administration including supervision of the executive assistant in his/her jobs for managing lab finances, travel booking, calendar management, room booking, etc.  | 30 |

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| PR content development: Organize and maintain all forms of social media, including but not limited to, the NYU WIRELESS and Director’s Wiki page, twitter account, and Facebook account. Optimization for Google searches. Produce 2 print newsletters and 4 online newsletters including writing of stories, layout and graphics. Work with center faculty and students to track research progress and get exciting content for newsletters and project web pages and maintain excitement in the center. | 40 |

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| 1. **Position Qualifications**
* Bachelor's degree required
* Extremely Strong written and oral communication skills and proven great attention to details and accuracy: Excellent command of voice, style, tone, grammar and vocabulary
* 3-5+ years of professional writing, content creation, clerical experience, office management, or social media in areas directly related to job description.
* In-depth knowledge and understanding of Social Media platforms, their respective participants (Facebook, Twitter, Yelp, Google+Local, YouTube, Instagram etc.) and how each platform can be deployed in different scenarios
* Experience sourcing and managing content development and publishing
* Experience managing an external PR firm
* Excellent writing and language skills
* Ability to work independently and manage key projects
* Strong interpersonal and verbal communication skills
* Key attention to detail
* Interest in the wireless space
 |
| **4. Institutional Impact***Indicate quantifiable factors that provide a framework for the position, e.g., number of faculty and/or employees supported, students counseled, events planned, size of budget managed, etc.*The NYU WIRELESS center has approximately ten active faculty, 14 industrial affiliates and several millions of dollars of research annually. The Brooklyn 5G summit, the main annual event, has over 200 attendees with significant press coverage. |
| **5. Authority & Accountability***Is the incumbent executing or developing policy (provide examples)? Does the incumbent's work deliverables impact individual department, overall school or unit or entire University - specify primary deliverables.*The position will be the leading role in the NYU WIRELESS center, which has faculty from three departments (ECE, Courant and NYU School of Medicine). Within ECE, it is the largest research center and one of the main centers for excellence in the School of Engineering. The position will be vital to maintaining and growing the support and recognition of the cent. |
| **6. Critical Thinking & Decision Making***Provide 1 or 2 examples of the most important decisions made by someone in this position and those referred to the next level.* Strategizing PR policy, determining media outlets, selecting content and editing newsletters. |
| **7. Internal/External Contacts***Indicate with whom the incumbent regularly interfaces with and the purpose of the contact, e.g., provide counseling to students, negotiate contracts with vendors.* Internally, the person will report to the Director of NYU WIRELESS, Ted Rappaport. He / she will also coordinate with NYU media, public relations and development.Externally, the person will manage all the relations with existing industrial affiliate board members. He / she will also coordinate with media and reporters and event planners / catering for all events. |
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| **8. Organization Chart** **(Separate document attached to Position in system)** *( completed by Human Resources)* |
| **9. Indicate the number of employees supervised (# administrative/professional, # clerical/technical support staff, # student/temporary employees).** One to two including other NYU WIRELESS staff.  |

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Bottom of Form |

**For Re-evaluations of Existing Positions Only**

1. What has changed within the organization to require the evaluation of this position, e.g., department expansion, reduction, reorganization, etc.? Please list any new duties and explain origin:
2. If duties are being deleted, indicate what position(s) will assume these duties; or if they will no longer be performed, indicate why, e.g., automation, redundancy, etc.
3. Will reporting relationships change because of this position? If yes, please explain.