

PHASE 2
UCSD Phase 2 All Families
Family Function and Job Function Summary

Job Family	Job Function	Job Summary
Communications	Acquisitions Editor	Responsible for acquiring, developing, and revising titles. Develops and recommends publishing plans and list strategy using research and personal knowledge of the market. Works with authors to develop suitable manuscripts to meet publishing objectives. Acts as liaison with design, copyediting, printing, production, and sales and marketing personnel. May have profit and loss responsibility.
Communications	Broadcast Communications	Involves developing and managing content, planning, coordinating and administering programs, processes, and facilities in radio and television, including programming, production, scheduling, training, digital and / or analog editing, accounting, and organizing related events.
Communications	Digital Communications	Involves developing digital communications when communications knowledge, rather than Information Technology knowledge, is paramount. Includes website design and development, or producing communications or instruction using the web, audio, video, and other digital media, which may involve content creation, designing, production and / or programming.
Communications	General Communications	Involves developing, implementing or executing a comprehensive, multidisciplinary communications program; involves work in two or more communications disciplines OR work not otherwise covered in other communications job families.
Communications	Media Communications	Involves providing news and information for the general public and key audiences through a clear understanding of news, skilled work with the media, programs for public outreach, and / or strategic communication of the institution's messages.
Communications	Publications and Production	Involves planning, scheduling, and coordinating the printed and / or electronic production of books, journals, catalogs, publications, manuscripts, promotional and other materials. Confers with writer / editors, communications design specialists, web programming specialists, project directors, authors and related staff in the preparation of proposed publications; verifies that format of copy conforms to printing and / or electronic publishing specifications.

PHASE 2
UCSD Phase 2 All Families
Family Function and Job Function Summary

Job Family	Job Function	Job Summary
Communications	Visual Communications	Involves creating visual communications that inform, instruct, and / or influence the way people perceive services, products, or organizations using knowledge of graphic design, animation, communications strategy, marketing, research, environmental design, photography and photographic services, and / or illustration.
Communications	Written Communications	Involves conceiving, researching, writing, editing, and / or publishing written materials and strategic communications, including publications, articles, proposals, speeches, and promotional material.
External Affairs	Alumni and External Relations	Involves activities associated with reaching, serving, and engaging alumni and other key constituencies through programs, events, products, and services not primarily related to fundraising. Constituencies include alumni, local community, government, parents, students, as well as the general public. Translates constituent needs and priorities into customized programs to create, enhance, and sustain relationships with external constituencies.
External Affairs	Events	Involves the planning and organizing of event activities, including managing logistics such as facilities, tickets, audience management activities, concessionaires, caterers, and vendors, and facilitation of communication and services with speakers and facility maintenance staff; or provides technical support of these activities.
External Affairs	Fundraising	Involves designing, developing, delivering, and administering fundraising programs. Identifies new donor prospects through researching background information on potential donors and developing materials, marketing plans, and organizing related programs / events; cultivates, stewards, and may solicit donor prospects.
External Affairs	Marketing	Involves the marketing of activities, services, or product, or provides marketing support activities. Involves the analysis of identifying possible constituencies / audiences and the development of programs, services, and outreach to meet identified needs and influence public perception; may involve “brand” development or enhancement, and may involve working with the media (press, television and radio).

PHASE 2
UCSD Phase 2 All Families
Family Function and Job Function Summary

Job Family	Job Function	Job Summary
External Affairs	Sales	Involves the selling of activities, services or products by identifying prospects and or audiences; involves the promoting of activities, services or products for sale; may use a “brand” to influence customers and may involve advertising the activities, services or products for sale via press, television and radio. Involves directly interacting with the sales prospects to persuade them to purchase the activities, services or products.
Government Relations	Government Relations	Involves government relations activities associated with reaching, serving, and engaging external constituencies through lobbying, advocacy, coalition building, programs, and events on behalf of campus and / or medical center. Key constituencies include local, state and federal policymakers, government relations officials, university leadership, interest groups and associations, external stakeholders, advocates and the general public.
Legal	Counsel	Involves providing research and advice on legal issues affecting UC Campuses, Medical Centers, Office of the President and / or the University at-large. Provides the full range of legal services to clients in the following practice areas: labor and employment, faculty and student affairs, health law, governance and public accountability, construction, land use, research compliance, intellectual property, business transactions, litigation, real estate, taxes and gifts and estates, as well as expertise regarding the regulations and policies of The Regents, and other University policies. Direct services include litigation, contract negotiations, advice, and assisting with the development of effective compliance and risk mitigation strategies to facilitate the University’s complex operations.
Legal	Legal Support	Provides legal support to attorneys and paralegals. Acts as liaison between university clients and OGC attorneys and paralegals. Carries out a wide range of analytical and administrative tasks. Drafts and edits for review by attorneys and paralegals various legal documents. Prepares and files legal documents with appropriate entities, as required.

PHASE 2
UCSD Phase 2 All Families
Family Function and Job Function Summary

Job Family	Job Function	Job Summary
Legal	Paralegal	Provides legal assistance to attorneys. Acts as liaison with internal clients, outside counsel and external organizations. Compiles data from various sources legal digests and practice manuals. Assembles, proofs and edits drafts of documents, such as contracts, leases, licenses and insurance policies. Prepares and files legal documents with appropriate entities, as required. Conducts research on projects as directed by attorneys. Assists internally on analyzing documents, counsels on progress of cases.
Marine	Marine Engineering	Responsible for engineering operations aboard a seagoing vessel or lab engaged in oceanographic research, including some or all of the following: operations, maintenance and inspection of all of ship's engineering equipment, safe operation of ship's electrical, mechanical and safety equipment and all auxiliary engine room and plant machinery, completion of service / repair work and maintenance of operating logs.
Marine	Marine Food Services	Involves planning, preparing and serving daily meals aboard a seagoing vessel or lab. Responsible for requisition and maintenance of all equipment and supplies.
Marine	Marine Operations	Involves responsibility for operations of research fleet and shore facilities. Responsible for some or all of the following: crewing, logistics, vessel and facility maintenance, safety, budgets and compliance.
Marine	Platform Operations	Responsible for operations aboard research platform engaged in oceanographic research, including deck and crewmember activities, safety and maintenance of platform and all embarked persons, operation and maintenance of engineering plant and auxiliaries, serving as officer of the watch, medical support, maintenance of logs, reports, and inventories.
Marine	Ship Operations	Responsible for operations aboard a seagoing vessel or lab engaged in oceanographic research, including some or all of the following: navigation, deck and crewmember activities, safety and maintenance of vessel and all embarked persons, serving as officer of the watch, medical support, maintenance of logs, reports, and inventories.