

Public Relations Career Ladder

The Public Relations job family follows a structured career ladder — utilized only within the central Marketing and Communications organization — designed to foster progressive expertise, leadership, and strategic influence in institutional communication. Beginning with the foundational role of Public Relations Specialist, this pathway offers clear opportunities for advancement through key positions such as Senior Public Relations Specialist, Assistant Manager–Public Relations, Manager–Public Relations, and Senior Manager–Public Relations. As professionals deepen their strategic communication skills and leadership abilities, they may advance into higher-level roles including Assistant Director–Public Relations, Director–Public Relations, and Senior Director–Public Relations. The career ladder culminates in the executive leadership role of Assistant Vice President–Public Relations. Each stage reflects increasing responsibility in media relations, brand management, and strategic communication, providing a defined path for professional growth and impact within the field of public relations.



Public Relations Specialist

A Public Relations Specialist strengthens and safeguards UAB's brand as a part of the Public Relations (PR) team through strategic content creation, management, and media relations, ensuring proactive and responsive communication.

EDUCATION/EXPERIENCE

Bachelor's degree in communication, journalism, public relations or related field. Work experience may NOT substitute for education requirement.

GRADE	FLSA STATUS	REMOTE/HYBRID	CAREER LEVEL
W.G340	Exempt	Eligible	Individual Contributor

Senior Public Relations Specialist

A Senior Public Relations Specialist advances and strengthens UAB's public image and communication strategy through strategic media engagement and messaging; mentors team members in media relations, content development, crisis communication, and event execution; and executes proactive strategies that strengthen institutional branding and visibility.

EDUCATION/EXPERIENCE

Bachelor's degree in communication, journalism, public relations or related field and two (2) years of related experience required. Work experience may NOT substitute for education requirement.

GRADE	FLSA STATUS	REMOTE/HYBRID	CAREER LEVEL
W.G350	Exempt	Eligible	Individual Contributor

Assistant Manager-Public Relations

An Assistant Manager-Public Relations supports and strengthens UAB's reputation by bridging tactical execution with strategic planning and collaborates closely with senior PR leadership to develop and implement communication strategies, while also guiding and mentoring junior staff. They play a pivotal role in building and maintaining media relationships, supporting sensitive and crisis communications, and ensuring alignment of messaging across institutional partners. They may also serve as the lead for major initiatives, demonstrating both independent decision-making and leadership skills.

EDUCATION/EXPERIENCE

Bachelor's degree in communication, journalism, public relations or related field and three (3) years of related experience required. Work experience may NOT substitute for education requirement.

GRADE	FLSA STATUS	REMOTE/HYBRID	CAREER LEVEL
W.G365	Exempt	Eligible	Emerging Leader

Manager-Public Relations

A Manager-Public Relations protects and propels the UAB brand through effective public relations strategies, provides strategic planning that aligns communication efforts with institutional objectives, leads teams in executing high impact PR initiatives, and oversees high-level strategic communications and media relations to enhance visibility and engagement.

EDUCATION/EXPERIENCE

Bachelor's degree in communication, journalism, public relations or related field and four (4) years of related experience required. Work experience may NOT substitute for education requirement.

GRADE	FLSA STATUS	REMOTE/HYBRID	CAREER LEVEL
W.G365	Exempt	Eligible	Functional Manager

Senior Manager-Public Relations

A Senior Manager-Public Relations serves as a key leader in PR initiatives and protecting and advancing the UAB brand, develops strategic partnerships with internal and external stakeholders, and advises leadership on public relations matters and brand positioning.

EDUCATION/EXPERIENCE

Bachelor's degree in communication, journalism, public relations or related field and six (6) years of related experience required. Work experience may NOT substitute for education requirement.

GRADE	FLSA STATUS	REMOTE/HYBRID	CAREER LEVEL
W.G380	Exempt	Eligible	Functional Manager

Assistant Director-Public Relations

An Assistant Director-Public Relations utilizes strategic planning, team leadership, and high level strategic communications in assisting the Director of Public Relations in the Office of Marketing and Communication. They assist in shaping organizational Public Relations (PR) policies and strategic direction; oversee high level media outreach, crisis management, and brand reputation; and collaborate with senior leadership to align PR efforts with UAB priorities.

EDUCATION/EXPERIENCE

Bachelor's degree in communication, journalism, public relations or related field and seven (7) years of related experience required. Work experience may NOT substitute for education requirement.

GRADE	FLSA STATUS	REMOTE/HYBRID	CAREER LEVEL
W.G390	Exempt	Eligible	Functional Director

Director-Public Relations

A Director-Public Relations leads strategic public relations initiatives to elevate UAB's visibility and reputation. They oversee Public Relations (PR) teams, manage communications programs, and coordinate crisis messaging; drive content creation, stakeholder engagement, and campaign analysis to align with institutional goals; and represent UAB at events, advise leadership, and ensure consistent, effective communication across all platforms.

EDUCATION/EXPERIENCE

Bachelor's degree in communication, journalism, public relations or related field and ten (10) years of related experience required. Work experience may NOT substitute for education requirement.

GRADE	FLSA STATUS	REMOTE/HYBRID	CAREER LEVEL
W.G410	Exempt	Eligible	Functional Director

Senior Director-Public Relations

As a senior leader within the Office of Marketing and Communications, the Senior Director-Public Relations is a seasoned leader with a proven history of leading an efficient, quality driven team focused on meeting institutional goals, and will be responsible for overseeing PR managers and specialists. This role involves strategic oversight, high-level media relations, and leadership of the PR team.

EDUCATION/EXPERIENCE

Bachelor's degree in communication, journalism, public relations or related field and ten (10) years of related experience required, as well as a proven history of leading a team to consistent results and adherence to standards of excellence and a proven history of collaboration and excellence in support of UAB's vision, mission and values. Work experience may NOT substitute for education requirement.

GRADE	FLSA STATUS	REMOTE/HYBRID	CAREER LEVEL
W.G420	Exempt	Eligible	Functional Director

Assistant Vice President-Public Relations

An Assistant Vice President-Public Relations leads an efficient, quality-driven team focused on meeting institutional goals, and will be responsible for overseeing the PR team and serving on the Office of Marketing and Communications Executive Team. They provide strategic oversight, high-level media relations, and leadership of the PR team.

EDUCATION/EXPERIENCE

Bachelor's degree in communication, journalism, public relations or related field and ten (10) years of related experience required, as well as a proven history of leading a team to consistent results and adherence to standards of excellence and a proven history of collaboration and excellence in support of UAB's vision, mission and values. Work experience may NOT substitute for education requirement.

GRADE	FLSA STATUS	REMOTE/HYBRID	CAREER LEVEL
W.G802	Exempt	Eligible	Organizational Leader