

Key Area of Responsibility (KAR)

Definition

An element of one's job description and/or job assignments; individuals generally have no more than 5-7 KARs.

Examples:

KAR #1

Strategic planning

- a. identifying communication priorities
- b. developing communication plans

KAR #2

Media relations:

- c. promoting research program to the media
- d. managing crisis communications

KAR #3

Budget Management for unit operations

KAR #4

Staff Development