

PUBLIC INFORMATION OFFICER

DEFINITION

Responsible for dissemination of information to the mass media, production of campus publications, creation of printed and broadcast advertising, maintenance of public information regarding the college through various mediums, and carrying out of marketing strategies as directed.

SUPERVISION RECEIVED AND EXERCISED

Reports to the Director of Communication, Marketing and Foundation.

Supervises the Public Information Staff.

EXAMPLES OF DUTIES

Gathers information, writes and designs material including internal and external communications, brochures, and other publications; subject matter includes original ideas as well as suggestions by the administration or faculty/staff.

Advises and assists District administrators in matters involving written communications and public relations; arranges for public relations governance meetings several times per year.

Gathers information and prepares releases to the mass media; designs and oversees advertising; writes and disseminates public service announcements to radio and television stations.

Supervises the production of District communications; including the catalog and Schedule of Classes.

Supervises the Speakers Bureau program including production of brochures.

Reviews all public relations materials to insure they are free from discrimination, bias, or stereotyping based on gender, race, religion, national origin or handicap.

Maintains public information regarding the college through various mediums.

Coordinates selected District wide activities and events as directed.

Provides proofreading services and design consultation for all campus constituencies.

Performs related work as required.

QUALIFICATIONS

Knowledge of:

Public relations and advertising principles and practices.

Desktop publishing and Internet applications.

Appropriate English word usage, spelling, grammar, and punctuation.

Photographic methods, techniques, and equipment.

Public information channels and news media.

Ability to:

Organize, edit, and design material for publication and broadcast.

Write and speak effectively.

Write articles which are adapted to the needs and interests of diverse segments of the community.

EMPLOYMENT STANDARDS

Minimum Requirements:

B.A./B.S degree in marketing, public relations, mass communication, journalism, or a closely related field from an accredited college or university and two years of full time related work experience.

License or Certificate Requirements:

Possession of a valid class 3 California driver's license.

Desirable Qualifications:

M.A./M.S. degree in marketing, public relations, mass communication, journalism, or a closely related field from an accredited college or university.

Related work experience in a college or university environment.