

PUBLIC INFORMATION COORDINATOR

DEFINITION

Coordinates the gathering, writing, and editing of public relations material for publication and dissemination through various mediums. Provides information about Glendale Community College events to the public, the campus and the media.

SUPERVISION RECEIVED AND EXERCISED

Supervision is received by the Director of Communications, Marketing and Foundation.

Provides work direction to lower-level staff. Supervision is exercised over student workers.

EXAMPLES OF DUTIES

Plans and coordinates the effective dissemination of public information to the campus community and to the media.

Coordinates the gathering, writing, and editing of public relations material for publication and dissemination through various media.

Serves as the contact person for the public, campus and media regarding campus events.

Develops and monitors budget of the Public Information Office.

Assists members of the campus community in publicizing their events.

Prepares and disseminates information about campus events and the weekly update to the campus community through various media.

Gathers information and prepares written material including internal and external newsletters, brochures, and other publications; subject matter includes original ideas as well as suggestions by the administration or faculty.

Advises and assists District administrators in matters involving written communications and public relations.

Gathers information and prepares news releases to various networks of communication.

Determines content of the Glendale Community College column that runs weekly in the local newspaper.

Edits mass-mailed college publications including the class schedules, media guides, brochures, and mailers.

Communicates with the media, assists reporters and photographers who come to campus to cover events.

Coordinates media requests for experts with the appropriate campus personnel.

Administers Speakers Bureau program as a referral service for the public.

EXAMPLES OF DUTIES (continued)

Oversees the production of the Schedule of Classes, including coordination with the editor and typesetter.

Maintains the publication list for the independent clipping service, distributes news clippings to interested parties as needed.

Reviews all published material to insure they are free from discrimination, bias, or stereotyping based on gender, race, religion, national origin, or disability.

Drives to off-campus locations as necessary on behalf of the District.

Selects, trains, evaluates and maintains schedules of student workers.

Performs related duties as required.

QUALIFICATIONS

Knowledge of:

Public relations principles and practices.

Budget practices and procedures.

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

Public information channels and news media.

Ability to:

Work effectively with media representatives.

Plan and coordinate the dissemination of public information.

Organize, edit, and lay-out material for publications.

Write and speak effectively.

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

Interview, train, and provide work direction to student workers.

EMPLOYMENT STANDARDS

Minimum Qualifications:

Bachelor'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 closely related work experience.

License or Certificate:

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

EMPLOYMENT STANDARDS (continued)

Desirable:

Master'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.