

PUBLIC INFORMATION ASSISTANT

DEFINITION

Assists in the gathering, writing, designing, laying-out, 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 Public Information Officer.

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

EXAMPLES OF DUTIES

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

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

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.

Refers media requests for experts to the appropriate campus personnel.

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

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

Assists members of the campus community in publicizing their events.

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.

EXAMPLES OF DUTIES (continued)

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

Performs related duties as required.

QUALIFICATIONS

Knowledge of:

Public relations principles and practices.

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

Public information channels and news media.

Ability to:

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:

Associate'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:

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

Desirable:

Bachelor'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.