

CLASSIFICATION SPECIFICATION

Public Information Officer

FT/PT Class Code: 5007, 5507 Pay Grade: B/C 11 FLSA: Non-Exempt Rev. 10/31/16

SUMMARY STATEMENT: An incumbent is responsible for gathering and organizing information and for developing public relations materials to be distributed by means of electronic and print mass media to increase public awareness of the campus/College.

NATURE AND SCOPE:

An incumbent typically reports to a supervisor in marketing or public relations and is responsible for the creation and development of public relations materials such as: press releases, brochures, articles, letters, reports, fliers, newsletters, Intranet postings, social media, Web material, electronic signage, etc.

PRINCIPAL ACCOUNTABILITIES:

An incumbent may perform any combination of the below listed accountabilities:

1. Assists in coordinating and executing campus/College publicity efforts by researching, drafting, and delivering information in the proper format for publication via newspaper, radio, television, social media, campus Web site, marquee, message monitor, electronic signage, etc.
2. Proofreads and edits campus/College publications, Web pages, fliers, brochures, course schedules, etc.
3. Creates and develops a variety of public relations materials such as: press releases, brochures, articles, letters, speeches, reports, fliers, newsletters, Intranet postings, Web material, etc.
4. Organizes and files reference data, news releases, clippings, forms, and general marketing/public relations information.
5. Assists with the photography for campus events and activities which includes the enhancement, printing, storage, retrieval and distribution of campus photos as needed for news releases and for other campus/College purposes.
6. Assists with the management of the campus's social media platforms as assigned.
7. Provides creative and graphic support to enhance student recruitment and enrollment as assigned.
8. Participates in staff meetings and committees related to job duties or as assigned.
9. Acts as a liaison with campus constituencies and the community as assigned.
10. Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of public relations and/or marketing research techniques.
- ◇ Knowledge of the principles and practices of public relations, mass media, and communications.
- ◇ Knowledge of word processing software, spreadsheet software, e-mail and the Internet.
- ◇ Knowledge of digital photo software if required for a particular position.
- ◇ Knowledge of graphics programs, Intranet web posting programs, and multimedia digital signage if required for a particular position.
- ◇ Skill in proofreading and paying attention to detail.
- ◇ Skill in oral and written communications.
- ◇ Excellent oral and written communication and interpersonal skills.
- ◇ Ability to gather, synthesize, and present information to diverse audiences for specific needs.
- ◇ Ability to write, edit, and proof content for public relations materials.

MINIMUM QUALIFICATIONS:

- ◇ Associate degree in a relevant field and four (4) years of public relations experience; or other equivalent combination of education and experience.