

PUBLIC INFORMATION OFFICER

CLASS SUMMARY

Under general direction this position is responsible for advancing the visibility of the campus, supervising the communications unit on campus, advising the college president, maintaining two-way channels of communication with a variety of stakeholder groups, and directing a comprehensive campus communication program to include public relations, media relations, campus publications, marketing/advertising, and special events. Performs additional duties as assigned.

REPRESENTATIVE DUTIES

- Support the strategic goals and objectives of the community college district, working with and through the Division of Public Affairs & Publications.
- Implement a comprehensive, strategic communications effort for the campus in concert with the Division of Public Affairs & Publications.
- Advise the college president and campus leadership on issues and matters that advance the reputation and visibility of the campus.
- Supervise and evaluate sports information and support staff.
- Write, edit, and prepare media materials including media releases, news alerts, fact sheets, pitch letters, and by-lined articles for online, newspapers, radio, and television media outlets.
- Develop copy for the campus web site and advise the campus community on effective online communication.
- Secure and coordinate media placements in local, regional, ethnic-language and online media outlets.
- Interview administrators, faculty and students for publicity and promotional purposes.
- Serve as the project manager on the production of key marketing and public relations tools for the campus, including internal and external newsletters, brochures, booklets, and eNewsletters. Coordinate the photography, graphic design elements, and write and/or edit the copy.
- Write speeches and other promotional and marketing tools.
- Plan and direct promotional events to garner visibility for the college and its services.
- Coordinate advertising buys and advertisement placements.
- Sustain favorable relationships with key stakeholder groups including the faculty, staff, administrators, community organizations, and neighborhood associations on behalf of the college president.

PUBLIC INFORMATION OFFICER (continued)

ORGANIZATIONAL RELATIONSHIPS

This position reports to the designated manager/administrator and serves as the college president's chief staff person on public information/media issues and acts as official spokesperson for the college.

DESIRABLE QUALIFICATIONS GUIDE

Training & Experience

Bachelor's degree in public relations, communications, journalism or marketing communications and a minimum of three years of experience in public relations, community relations or a related field. Experience as a supervisor and/or project manager of PR and marketing communications projects, communications professionals, and support staff. Experience in higher education and/or public agencies - preferred but not required.

Knowledge & Abilities

Demonstrated knowledge and ability in media relations, PR writing, and marketing communications. Ability to serve as a spokesperson to the media and other appropriate stakeholder groups. Ability to adapt to change and work within a dynamic environment. Ability to manage multiple PR and/or marketing-related projects under deadline pressure. Ability to work with a wide range of faculty, staff and management. Ability to work independently without extensive direct supervision. Ability to safeguard and properly address confidential and sensitive information. Ability to plan and supervise the implementation of special events. Ability to help diffuse crises. Computer literacy to manage workflow and communicate effectively with internal and external publics. Ability to understand and speak Spanish preferred but not required.

License

A valid California Driver's License