

PUBLIC INFORMATION OFFICER

DEFINITION

Performs a variety of professional-level staff work related to the establishment and implementation of public and internal information services and programs that will increase public awareness and enhance the image of a college or the District.

TYPICAL DUTIES

- Establishes and maintains effective working relationships with representatives of local communications media and with community and campus organizations and representatives.
- Assists and/or advises administration, faculty, and staff in efforts to promote understanding and support for the District.
- Collects, develops, and organizes information for dissemination to District and community groups through a variety of media including radio, television, newspapers, magazines, online networks, podcasts, email, and web pages.
- Gathers information and writes news stories, feature articles, special articles, scripts, and reports, which describe and highlight college activities including educational opportunities, accomplishments, athletics, recreation, and theater arts media.
- Assists representatives of the community and news media in obtaining information and materials regarding District activities and college programs for the community.
- Designs layouts for magazines, brochures, and other publications.
- Edits and revises materials for publication.
- Coordinates publication activities by obtaining bids, planning and maintaining production schedules, proofreading galleys, resolving production problems, and ensuring specifications have been met.
- Represents the campus or District at internal and external events serving as the spokesperson on designated public relations matters.
- Attends various administrative meetings to gather information and identify publicity goals for the colleges.
- Monitors news flow for effectiveness and efficiency.
- Arranges news conferences, ceremonies, meetings, and itineraries for District officials and official visitors.
- Plans, coordinates, schedules, and publicizes special campus, District, and community public relations events.
- Takes photographs of special events.
- May supervise clerical and student employees.
- May update and maintain content on web pages.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

A **Public Information Officer** performs a variety of journey-level staff work in the development and maintenance of public information and other communication programs designed to inform the community, District staff, and students of campus and District programs, activities, and policies.

A **Manager, Public Relations** plans, develops, implements, and manages a comprehensive college marketing and public relations program designed to promote the services and programs of a college and to enhance its image.

SUPERVISION

General supervision is received from a classified or academic manager or administrator. Immediate supervision may be exercised over clerical and student employees.

CLASS QUALIFICATIONS

Knowledge of:

- Principles and techniques of public relations, promotion, publicity, marketing and advertising
- Methods and techniques of writing, composition, layout, and production for mass media
- Newspaper, radio, television, online networks, and other communications media resources
- Activities and interests of community groups, professional organizations, employee associations, and the associated student organizations
- World Wide Web and Internet environments
- Equipment processes and materials used in printing industry
- Radio and television production techniques
- Fundamentals, processes, and materials used in photography
- Goals, objectives and functions of public information programs
- Capabilities of computer applications, systems, and hardware used in the field of public relations

Skill in:

- Interpersonal relationships
- Presenting concepts effectively verbally and in writing
- Desktop publishing using Adobe InDesign, Microsoft Office Publisher, Quark Xpress or similar software

CLASS QUALIFICATIONS (Cont.)

Ability to:

- Obtain, organize, and develop information material for audiences of varied interests
- Exercise judgment in the release of information and materials to the public and communications media
- Write and edit news releases, articles, reports, and speeches for distribution through appropriate communications media
- Communicate effectively both orally and in writing
- Maintain positive relationships with college personnel and representatives of the community and communications media
- Plan, schedule, and publicize public relations events
- Effectively utilize computer equipment and software in the performance of duties
- Recognize and be able to photograph situations which have news value
- Plan, organize, and coordinate assignments independently
- Learn specialized computer application

ENTRANCE QUALIFICATIONS

Education and Experience:

Graduation from a recognized four-year college or university with a major in journalism, public relations, or other specialized communications subject **AND** one year of full-time paid experience in reporting, feature writing, public relations and/or other writing for publications.

Special:

- A valid Class "C" California driver's license.
- Access to an automobile.