

PUBLIC RELATIONS SPECIALIST

DEFINITION

Plans, develops, and implements a comprehensive public relations program for a college through organized marketing programming, internal and external publications, and information dissemination.

TYPICAL DUTIES

Plans, develops and implements a comprehensive public relations program for a college by:

- Formulating and recommending a marketing plan and advertising and public relations campaigns that will increase public awareness and enhance the image and funding sources of a college.
- Enlisting the support of community and business leaders as advocates for the causes of the college.
- Establishing and maintaining effective working relationships with representatives of local news media, community and campus organizations, and governmental agencies.
- Advising and assisting college administrators, faculty, and staff in the development of understanding and support for the college's programs and services.
- Collecting, developing, and organizing information for dissemination to college and community groups through a variety of media including television, newspaper, magazines, newsletters, and bulletins.
- Writing and editing news releases, feature articles, special articles, scripts, reports, and other communications, which describe and highlight college programs and activities including educational opportunities, accomplishments, athletics, recreation, and fine arts media.
- Developing internal informational materials for college employees concerning policy and organizational changes, special programs, staff achievements, awards, and news of general interest to employees.
- Assisting representatives of the community and news media in obtaining information and materials regarding college programs and activities.
- Evaluating the effectiveness and efficiency of internal information, media relations, and community relation programs of a college and making recommendations on appropriate modifications.
- Obtaining feedback from the public and college personnel through surveys, public opinion studies, and/or group meetings concerning the programs, policies, services and actions of a college and summarizing findings.
- Providing input on the design and layout for publications including brochures, newsletters, posters, class schedules, the college catalog, and college web sites.
- Coordinating publication activities by obtaining bids, planning and maintaining production schedules, proofreading galleys, performing liaison and resolving production problems, and ensuring specifications have been met.

## TYPICAL DUTIES (Cont.)

Attending and participating in various administrative and committee meetings to gather information and identify publicity goals for the college.

Arranging press conferences, ceremonies, meetings, special events, and itineraries for college officials and official visitors.

Assisting college administration with media relations during crisis situations.

May photograph events and distributing photos to appropriate publications and sources.

Developing and maintaining the public relations program budget.

Performs related duties as assigned.

## DISTINGUISHING CHARACTERISTICS

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

An **Administrator for College and District Public Relations** carries out a comprehensive public relations program by making the public aware of the value and importance of the District and its colleges in meeting the higher educational needs of the community and obtaining the public's support for the programs, projects, services, operations, and needs of the District and its colleges.

## SUPERVISION

General supervision is received from a College President. Supervision may be exercised over clerical, technical personnel, and student assistants.

## 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, and other communications media sources and resources

Goals, objectives and functions of a college's public relations program

Mission, philosophy, and goals of a college

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

Research methods and techniques used in the field of public relations

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  
Achieving the understanding and support of individuals or groups with indifferent or opposing points of view

Ability to:

Plan, develop, and implement a multi-discipline marketing and public relations program of a college  
Identify and craft multiple creative means of delivering positive messages about a college to various constituencies  
Strategize marketing and communications programs and activities  
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  
Independently plan and organize work projects  
Maintain positive relationships with college personnel and representatives of the community, communications media, and governmental agencies  
Evaluate the public relations value of information  
Anticipate conditions, plan ahead, establish priorities, and meet schedules  
Effectively coordinate the use of the World Wide Web to promote the college and its programs  
Learn specific computer applications

ENTRANCE QUALIFICATIONS

Education and Experience:

Graduation from a recognized four-year college or university with a major in public relations, journalism, communications, marketing, or a related field **AND** three years of full-time, paid or unpaid professional-level experience in news reporting, writing for the media, and/or public relations programming and marketing. Experience in an institution of higher learning is desirable.

Special:

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