Job Description
Detailed information on the job that you specified is provided below. If the 'Interest' link is active, you may submit an interest card for this position if desired.

Class Code
2112

Job Title
Public Information Officer

General Job Description
Performs a variety of professional-level staff work related to the establishment and implementation of public and internal information services and programs to promote public awareness and enhance the image of a college or the District.

Minimum Qualifications for Admission to Exam
EDUCATION AND EXPERIENCE:
Graduation from a recognized four-year college or university with a major in journalism, public relations, or other specialized communications field AND two years of full-time paid professional-level experience in news reporting, feature writing, public relations, and/or other writing for publications.

SPECIAL:
A valid Class "C" California driver’s license.
Access to an automobile.

Knowledges, Skills, and Abilities Required

KNOCKWORTHY 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, social media networks, and other communications media resources
- Activities and interests of community groups, professional organizations, employee associations, and the associated student organizations
- Basic techniques, materials, and equipment used in graphic arts design
- World Wide Web and Internet environments

• Equipment processes and materials used in the 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:

• Presenting concepts effectively verbally and in writing
• Desktop publishing using Adobe InDesign, Microsoft Office Publisher, Quark Xpress, or similar software
• Expert level skills in Microsoft Office products, particularly Word, Excel, Access, PowerPoint, and Outlook

ABILITY TO:

• Obtain, organize, and develop information material for audiences of varied interests
• Exercise sound 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 and present information effectively both orally and in writing
• Establish and maintain positive and effective interpersonal relationships with college staff and representatives of the community and communications media
• Plan, schedule, coordinate, and publicize public relations events
• Evaluate the public relations value of information
• Effectively utilize computer equipment and software in the performance of duties
  Recognize and photograph situations which have news value
• Plan, organize, and coordinate assignments independently

Typical Duties

• Establishes and maintains effective working relationships with representatives of local communications media and with community and college 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, social media networks, podcasts, email, and Web pages.
• Gathers information and writes news stories, feature articles, special articles, scripts, and reports, which describe and highlight college and District activities including educational opportunities, accomplishments, athletics, recreation, and theater arts media.
• Develops internal information materials for employees concerning policy and organizational changes, special programs, staff achievements, awards, and news of general interest to employees.
• 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, newsletters, posters, and other publications.
• Participates in the design and layout of Web pages by providing the public relations and marketing perspective and making editorial suggestions to improve and clarify text and overall presentation.
• 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 college and 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.
• 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 college, District, and community public relations events.
• Takes photographs of special events and distributes photos to appropriate sources.
• May supervise clerical and student employees.
• May update and maintain content on Web pages and social networks such as LinkedIn, Facebook, and Twitter.
• 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 college 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.

Minimum Salary (Monthly): 4346.24
Maximum Salary (Monthly): 5384.22

I'm interested!