

MT. SAN ANTONIO COLLEGE JOB DESCRIPTION

Job Title:	Public Information Assistant	Range:	59
Date Revised:	10/17/02	Date Approved:	5/22/02

PRIMARY PURPOSE

The Public Information Assistant is responsible for assisting in the planning and organizing of a variety of marketing and public relations activities to promote interest in the College's Performing Arts Center programs and cultural events.

ESSENTIAL FUNCTIONS

Examples of essential functions are interpreted as being descriptive and not restrictive in nature.

1.	Performs a variety of duties related to the distribution of information to promote the College's Cultural and Performing Arts events.
2.	Writes, edits, prepares, and distributes press releases promoting the Cultural Arts/Performing Arts Center events using various media methods
3.	Researches, writes, edits, prepares biographical information on designated artists and performances
4.	Assists in the design, editing, duplication and distribution of promotional materials; works with various vendors as required
5.	Serves as liaison with artists and agencies to schedule performances and establishes cost of performance; assists in developing written contracts
6.	Develops and maintains relationships with representatives of various news media and the general public
7.	Composes, types and edits correspondence and various documents; schedules appointments and meetings; initiates and answers telephone calls; screens and directs calls; greets visitors and directs to appropriate personnel; routes and distributes incoming mail and other materials; orders supplies and prepares purchase requisitions; maintains files and records
8.	Assists with the coordination of various special projects, such as meetings, receptions, facilities use and events; maintains calendar of activities and may coordinate travel arrangements
7.	Provides information in response to questions from various departments, students, faculty, and public requiring independent judgment; interprets applicable policies, procedures and regulations
8.	Represents the department at various meetings as requested
9.	Trains and provides work direction and guidance to others as directed
10.	Learns and applies emerging technologies and as necessary to perform duties in an efficient, organized, and timely manner
11.	Performs related duties as assigned

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WORKING RELATIONSHIPS

The Public Information Assistant maintains frequent contact with faculty, staff, students, various departments, the community and outside agencies.

EDUCATION AND EXPERIENCE

High school diploma or equivalent; Associate's degree preferred
Minimum three (3) years of increasingly responsible administrative assistant or directly related experience supplemented by applicable college courses.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Organization, operations, policies and objectives
- Modern office practices, procedures and equipment
- Record keeping techniques
- Correct English usage, grammar, spelling, punctuation, and vocabulary
- Various computer software applications

Ability to:

- Research, summarize and develop clear and concise written materials
- Operate a variety of office equipment
- Plan, compile, organize and prioritize work
- Meet schedules and time lines
- Work independently with little direction
- Understand and follow oral and written directions
- Communicate effectively, both orally and in writing
- Understand scope of authority in making independent decisions
- Review situations accurately and determine appropriate action according to established guidelines
- Establish and maintain effective working relationships with others
- Operate personal and/or mainframe computers

WORKING CONDITIONS

College office environment. May be subject to sitting for long periods at a time (up to 2-3 hours); repetitive use of upper extremities including hand coordination activities; ability to lift up to 25 pounds.
