

Position Description
Public Information Specialist
Department: President's Office

POSITION PURPOSE

The Public Information Specialist gathers information, writes promotional materials to positively support the College's programs and events, and serves as a liaison to the media.

NATURE AND SCOPE

The Public Information Specialist is responsible for writing, photographing, and arranging for publication and/or broadcast public relations materials to assist in promoting the Colleges courses, programs, and activities. All decisions are made in conjunction with the President's Office.

EXAMPLE OF KEY DUTIES AND RESPONSIBILITIES

1. Plans and implements promotional programs, press conferences, and other special events to publicize and showcase particular College programs.
2. Develops and edits promotional materials, including advising on appropriate copy and photo layout and contributing to the budgeting process.
3. Writes press releases, radio spots, and public service announcements.
4. Serves as host and arranges for accommodations of those visiting the College or attending various press and/or promotional events.
5. Serves as chief news photographer at assigned events; maintains comprehensive indexed College photography file.
6. Performs related duties as required.

EMPLOYMENT STANDARDS

Knowledge:

Knowledge of District policies and procedures

Knowledge of proper English usage, spelling, grammar, punctuation, and proofreading techniques

Write clear, concise news and feature stories and announcements

Camera techniques, and film processing and printing

Modern office equipment, including word processor and computer-aided layout programs

EMPLOYMENT STANDARDS (cont'd.)

Skills and Abilities:

Shoot, process, and print photographs
Develop layouts and meet publication standards
Excellent written and oral communication
Excellent interpersonal skills
Ability to work independently
Management, organizational and supervisory skills

Education and Experience:

A.A. degree in Journalism, Public Relations or related field
2-4 years directly related experience

Valid California Driver's License.

Working Conditions:

Typical office environment
Occasional exposure to hazardous and potentially hazardous materials and chemicals
Frequent walking and standing
Ability to lift up to 50 lbs.