

PERALTA COMMUNITY COLLEGE DISTRICT - November 21, 2007

CLASSIFIED JOB DESCRIPTION

**PUBLIC INFORMATION OFFICER
(SEIU Salary Range 96)
Job Code: 876**

CLASS PURPOSE

Under direction of the College President, the Public Information Officer performs professional work in the coordination, development and implementation of the College's public information program.

EXAMPLES OF ESSENTIAL DUTIES:

Any one position may not include all of the duties listed nor do listed examples include all tasks which may be found in positions of this class. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

- Plans, organizes, coordinates and promotes the college's public information program.
- Coordinates and arranges interviews with faculty, staff and others to promote Laney College.
- Provides information to college and district staff about public events, classes and other campus-related news.
- Performs active media relations outreach, including college stories pitched to media, press releases, media packets, public service announcements as needed and placement of calendar/community events items.
- Assists with college public displays, booths, special events, receptions, and other outreach activities, including developing an outreach/speaking schedule for managers.
- Assists the president in preparing for community and media events.
- Maintains and produces a college calendar of events.
- Uses a personal computer utilizing desk top publishing, graphics programs and related software to produce college graphics displays/material.
- Develops/updates college Web site.
- Assists with brochure, handbook, flyer, schedule and catalog production, and distribution.
- Maintains media and college archival files.
- Is responsible for college satisfaction and staff recognition program.
- Trains and supervises clerical and student employees, as required.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS

1. Education equivalent to a Bachelor's degree from an accredited college or university in journalism, public relations, communications, English or related discipline, and two (2) years of paraprofessional or professional experience involving organizing, administering, coordinating or promoting a public information program, including experience in media or public relations, newspaper, radio or television journalism, composing news releases and articles; or an equivalent combination of education and qualifying experience that could likely provide the desired knowledge and abilities.
2. Excellent command of correct English usage, grammar, composition, vocabulary, spelling and punctuation.
3. Knowledge and proficiency in the operation and use of personal computers utilizing desktop publishing, PageMaker, Microsoft Word, spreadsheet, database management software programs, and the Internet; ability to operate scanners, laser printers and other related hardware.
4. Knowledge of media organizations and public relations, marketing and information methods.
5. Knowledge of photographic, audio and video equipment.
6. Understanding of, sensitivity to and respect for the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of Peralta Colleges' students, faculty, staff and community.

DESIRABLE QUALIFICATIONS

1. Three to five years of professional experience involving organizing, administering, coordinating or promoting a public information program, including experience with media or public relations, newspaper, radio and television journalism, composing news releases and articles.
2. Knowledge of:
Principles of program planning, management, administration and budget preparation and control; techniques of preparing, producing, and disseminating information, utilizing all major media principles and the techniques of establishing and maintaining good relationships with news media and other public groups; current trends in advertising and marketing; activities and interests of community groups and student organizations; newspaper, radio, television and other communications media resources; basic principles of supervision; terminology, procedures, theory of graphics and printing.
3. Ability to:
Plan, organize, direct, and administer an effective public information program; prepare clear, concise and effective articles and publications; prepare and administer program budgets; communicate clearly and effectively with staff and members of the media, both orally and in writing; write, edit, and prepare for publication news releases and articles about college activities; analyze situations accurately and adopt an effective course of action; direct, supervise, train and evaluate program personnel; establish and maintain cooperative relationships with those contacted in the course of work.

Job Description: Public Information Officer

ENVIRONMENTAL DEMANDS

- Occasional work performed alone
- Constant work around and with people
- Frequent operation of a vehicle.
- Office environment at a desk or computer terminal

PHYSICAL REQUIREMENTS

- Occasional standing, walking, stooping, kneeling, squatting, and climbing stairs
- Occasional lifting and carrying up to 15 lbs.
- Occasional pushing and pulling up to 20 lbs.
- Occasional twisting of body
- Occasional use of manual dexterity
- Occasional use of tactile acuity
- Occasional use of visual acuity from a distance, with depth, and for color
- Frequent work at a rapid pace
- Frequent reaching, high, low, and level
- Frequent audio acuity at all ranges, including speech
- Frequent visual acuity for reading
- Constant sitting
- Constant use of clear oral communication

TOOLS AND EQUIPMENT USED

Standard Office Equipment.

Revised: N/A