

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION

Job Title:	Public Information Officer	Range: 16 (CL)	Management Schedule
Date Revised:	January 27, 2004	Date Approved:	January 27, 2004
THIS IS A DESIGNATED CLASSIFIED MANAGEMENT POSITION SUBJECT TO A ONE-YEAR PROBATIONARY PERIOD			

PRIMARY PURPOSE

This position is responsible for managing external communication strategies, including public information and marketing, as well as internal communications programs.

ESSENTIAL FUNCTIONS

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

1.	Writes press releases and prepare articles for publication; coordinates press releases with other staff, departments and divisions.
2.	Serves as primary contact with the media and maintains current media list of reporters.
3.	Produces newsletters and publications suitable for distribution to the community and campus, including posting on official websites.
4.	Reviews and edits materials and publications to assure completeness and accuracy.
5.	Provides staff support to the Marketing and Outreach Committee.
6.	Coordinates special campus events.
7.	Serves as liaison with the District Public Affairs office.
8.	Maintains an inventory of various marketing materials.
9.	Coordinates marquee postings.
10.	Addresses interested groups.
11.	Represents the college, School of Continuing Education, or District at conferences and meetings.
12.	Makes special studies and investigations and prepares administrative reports and correspondence dealing with sensitive issues.
13.	Prepares marketing materials in consultation with the Marketing Committee and District Printing and Design Department.
14.	Studies and reviews marketing activities and develops criteria for evaluating their effectiveness.
15.	Assists in the promotion of new programs and services.
16.	Studies proposed legislation or policy and advises other administrators regarding the possible effect on programs.
17.	Organizes, attends, or chairs a variety of meetings as required; serves on committees and special projects as assigned; coordinates programs and services as appropriate with other District and college personnel.

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18.	Trains, supervises, evaluates and directs the work of personnel as assigned; participates in selection and hiring processes.
19.	Plans, organizes and arranges appropriate training and staff development activities; provides orientation for new employees.
20.	Learns and applies emerging technologies and advances (e.g., computer software applications) as necessary to perform duties in an efficient, organized and timely manner.
21.	Performs related duties as assigned.

OTHER FUNCTIONS

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EDUCATION AND EXPERIENCE

Education equivalent to graduation from an accredited four-year college or university, preferably with a degree in communications, English, journalism or business with marketing emphasis.

Extensive responsible management, office supervisory and technical administrative experience that involves analytical and discretionary assignments.

Extensive experience with public relations, public information, marketing, or closely related field.

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of principles, problems and methods of communication, and public administration, including organization and personnel and fiscal management.

Knowledge of office management principles, methods and procedures.

Knowledge of statistical and research methods.

Knowledge of desktop publishing software, printing procedures, layout and photography.

Ability to establish relationships with the media and community.

Ability to write, develop and distribute news releases and promotional materials utilizing journalistic style.

Ability to initiate and conduct market research, and coordinate advertising activities.

Ability to prepare and coordinate reports and presentations for the Marketing and Outreach Committee activities.

Ability to assist in the development of Marketing and Outreach Committee plans and budget.

Ability to maintain inventory of various marketing materials.

Ability to formulate and implement creative promotional and marketing plans reflective of programs and events.

Ability to think clearly and quickly and analyze and solve problems of organization and management.

Ability to work independently in identifying the need for and developing proposed changes to operating practices, programs and policies.

Ability to supervise the staff of an administrative office.

Ability to establish and maintain cooperative working relationships.

Ability to exercise a high degree of judgment and discernment in dealing with the media.

Ability to speak and write effectively.

SPECIAL REQUIREMENTS

None.

WORKING CONDITIONS

Campus office environment.
