

## **PUBLIC INFORMATION OFFICER**

### **GENERAL STATEMENT:**

Responsible for planning, organizing, and implementing all facets of the TVCC public information office; and responsible for general oversight for all college publications including brochures, documents, forms, etc. that are made available or provided to prospective students, enrolled students, prior students, or the general public. Assist the Vice President of Institutional Advancement and Executive Director of TVCC Foundation in preparing the College Marketing Plan.

### **REPORTS TO:**

Vice President of Institutional Advancement and Executive Director of TVCC Foundation

### **OCCUPATIONAL GROUP:**

Paraprofessional

**FLSA:** Exempt

### **QUALIFICATIONS FOR APPOINTMENT:**

#### **EDUCATION:**

Bachelor's degree in communications, journalism, marketing or related studies.

#### **LICENSE OR CERTIFICATION:**

None

#### **EXPERIENCE:**

Three (3) years work experience in public relations, journalism, marketing or related field.

#### **OTHER:**

Demonstrated experience with digital photography, and editing digital photographs. Demonstrated writing skills, experience in working with Associated Press style preferred. Demonstrated experience with digital layout and design (Adobe InDesign, Quark Express, Adobe Illustrator, and Adobe Photoshop). Demonstrated experience with Microsoft Office Suite (MS Word, Excel, and PowerPoint). Demonstrated experience with a variety of social media software and websites.

### **DUTIES AND RESPONSIBILITIES:**

- Prepare press, radio, and television news releases and disseminate.
- Serve as liaison between the College and the news media. In crisis situations or other situations requiring large amounts of media communication, this office serves as the primary contact point for all media.
- Develop and maintain the campus news portion of TVCC's web page and ensure content is both accurate and correct.
- Cover and photograph all important College events on location. This includes sports events.
- Develop content, layout, design and photography for The Valley Magazine.
- Review production of college publications distributed to students and the general public as needed.
- Review and edit college news releases written by other individuals and disseminate those releases to the media and general public.
- Prepare and supervise the departmental budget.
- Aid athletic department in the dissemination of sports information. This office provides all photography for the athletic programs as necessary.
- Assist in preparation and execution of the College Marketing Plan.
- Maintain advertising calendar.
- Maintain effective archives of media coverage and campus photography.
- Maintain an effective mail-out system for news releases etc.

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- Develop and schedule all newspaper, radio and television advertising.
- Endeavor to prevent, or at least minimize, erroneous news dissemination.
- Serve as the College's representative for Public Information Requests as appropriate, all information requested and disseminated under the auspices of the Public information Act will be released by this office.
- Develop and supervise all TVCC social media. This office will work to develop an accurate and active social media presence in all appropriate social media venues.
- Other duties as assigned by appropriate supervisory personnel.

**PHYSICAL REQUIREMENTS:**

- Within the general range of an office environment.

*The above job description has been reviewed with the employee and specific duties and responsibilities were explained. It was also explained that all questions concerning duties, responsibilities, working conditions, hours, etc., should be directed to the immediate supervisor.*

\_\_\_\_\_  
*Employee's Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Supervisor's Signature*

\_\_\_\_\_  
*Date*

*All TVCC positions are security sensitive and require a criminal background check.*

*Approved: 02/08/95*

*Revised: 5/17/12*

JD228