

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 Assistant Vice President in preparing the College Marketing Plan.

REPORTS TO:

Assistant Vice President of Instruction for Academic Education and Institutional Planning

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 experience with digital layout and design (Quark Express, Adobe Illustrator, and Adobe Photoshop). Demonstrated experience with Microsoft Office Suite (MS Word, Excel, and PowerPoint).

DUTIES AND RESPONSIBILITIES:

- Prepare press, radio, and television news releases and disseminate.
- Serve as liaison between the College and the news media.
- Cover and photograph all important College events on location. This includes sports events.
- Review production of all college publications distributed to students and the general public.
- Review and edit college news releases written by other individuals.
- Prepare and supervise the departmental budget.
- Aid athletic department in the dissemination of sports information. This office provides all photography and typesetting for the athletic programs as necessary.
- Assist in preparation and execution of the College Marketing Plan.
- Maintain advertising calendar.
- Log newspaper articles.
- Maintain an effective mail-out system for news releases etc.
- Develop and schedule all newspaper, radio and television advertising.

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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.
- 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

Approved: 02/08/95

Revised: 03/27/07

JD228