

## **PUBLIC INFORMATION AND PUBLICATIONS 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.

### **REPORTS TO:**

Dean of Planning and Institutional Effectiveness

### **OCCUPATIONAL GROUP:**

Paraprofessional

**FLSA:** Exempt

### **QUALIFICATIONS FOR APPOINTMENT:**

#### **EDUCATION:**

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

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

None

#### **EXPERIENCE:**

Five (5) years work experience in public relations, journalism, or related field.

#### **OTHER:**

Knowledge of photography, layout and design, word processing/desktop publishing; Able to deal effectively with people.

### **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.
- Reviews, and oversees production of all college publications distributed to students and the general public.
- Produces players and coaches profiles and approves production of football and basketball programs/media guides containing photographs of each player, the teams and other information. The football program includes a page for each supporting group: cheerleaders, Cardettes, and band. This office provides all photography, darkroom work, and typesetting for the programs as necessary.
- 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.
- Log newspaper articles.
- Maintain an effective mail-out system for news releases etc.
- Maintain advertising calendar.
- Develop and schedule all newspaper, radio and television advertising.

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- Serve as a member of the East Texas Public Information Consortium.
- Endeavor to prevent, or at least minimize, erroneous news dissemination.
- 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: 11/14/02*

JD228