

## **PUBLIC INFORMATION OFFICER**

### **GENERAL STATEMENT:**

Responsible for planning, organizing, and implementing all facets of the public information office.

### **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 a related field.

#### **LICENSE OR**

#### **CERTIFICATION:**

None

#### **EXPERIENCE:**

Four (4) years of experience in a communications, journalism, marketing or related field.

#### **OTHER:**

Demonstrated experience with digital photography, and editing digital photographs. Demonstrated writing skills in Associated Press style format. Demonstrated verbal communication skills. Demonstrated experience with a variety of social media and websites. Demonstrated experience with digital layout and design (Quark Express, Adobe InDesign, 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.
- Maintain the campus news portion of the college web page and ensure accurate and timely content.
- Serve as liaison between the College and the news media in any situation requiring media and public communication.
- Cover and photograph College events as scheduled.
- Review production of college publications distributed to students and the general public as needed.
- Review, edit and disseminate college news releases written by other individuals to the media and public.
- Prepare and implement departmental budget.
- Assist in preparation and execution of the College Marketing Plan.
- Maintain advertising calendar and develop and disseminate all newspaper, radio and television advertising.
- Maintain effective archives of media coverage and campus photography.
- Maintain an effective mail-out system for press releases.
- Serve as the College's representative for requests for public information under the auspices of the Public Information Act.
- Oversee the College's social media activities ensuring an accurate and active presence in all social media outlets.
- Develop content, layout, design and photography for the Valley Magazine.
- Other duties as assigned by appropriate supervisory personnel.

### **PHYSICAL REQUIREMENTS:**

- Within the general range of an office environment.
- Ability to bend, stoop and lift up to 25 lbs.
- Limited local and overnight travel.

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*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: 01/26/15*

JD228