

PUBLIC INFORMATION OFFICER

DEFINITION

Under the direction of the Chief Strategy and Communications Officer, with significant input from the College President, develop, expand and enhance public understanding of college and district programs and their impact on the community and economy; gather and disseminate information about the college and district, and plan and provide counsel on strategic communications, crisis communications, multimedia, social media, Web and graphic design matters; participate in management discussions related to collective bargaining; collaborate with others in the Los Rios marketing and communications team, provide information and materials on college and district programs and activities, and participate in college and districtwide communications and public service activities. Perform related duties as assigned.

This position has both college-specific and districtwide responsibilities. Districtwide responsibilities and focus areas are defined based on the specific specialty field.

The Public Information Officer will be assigned to one of the following specialty fields:

- Communications
- Marketing
- Websites

DISTINGUISHING CHARACTERISTICS

Public Information Officer - Communications: This is a Public Information Officer with a particular set of experience and skills relating to communicating with a wide and diverse array of audiences including but not limited to students, employees, media (press releases), and the community at large. The Public Information Officer – Communications will lead communications projects on behalf of the entire district and all Los Rios colleges.

Public Information Officer - Marketing: This is a Public Information Officer with a particular set of experience and skills relating to marketing programs and services, branding and graphic design, project management, and designing and implementing marketing plans. The Public Information Officer – Marketing will lead marketing projects on behalf of the entire district and all Los Rios colleges.

Public Information Officer - Websites: This is a Public Information Officer with a particular set of experience and skills relating to strategic digital multimedia for marketing and communication purposes, web design, web content management, multimedia programming and technology, digital imaging, and using multiple multi-media platforms and development and production software and equipment. The Public Information Officer – Websites will lead website projects on behalf of the entire district and all Los Rios colleges.

TYPICAL DUTIES

Responsible for the development and implementation of a college strategic communications and marketing plans; collection of information concerning the college, its program and events, and dissemination through traditional news media, multimedia, Web and social media; assisting and advising in preparation of all college publications, both print and electronic; producing and disseminating print and electronic brochures, programs and general publicity for the college; planning and coordinating special events that serve as outreach tools to the public and news media; responsible for photographs as needed

by the college and district; serve as liaison between college staff and the news media; develop and implement internal information and communications program; train, supervise and evaluate assigned personnel; participate in interviewing and selecting new employees; ensure accountability and adherence to applicable laws, regulations, policies and procedures; prepare, monitor and maintain budgets and expenditures for assigned functions and activities in accordance with District policies; administer disciplinary actions if necessary; provide advice and service to and collaborate with college and district staff to promote the college, its philosophy and its services; maintain open lines of communication with the news media, college, staff, students and general public and serve as information center for all groups; act as advisor to the college president in matters concerning internal and external communications, including crisis communications; collect and prepare information for and collaborate with other Los Rios Public Information Officers and other marketing/communications staff; assist in planning and implementation of district strategic communications program; attend meetings and serve on committees related to area of responsibility; perform other tasks as assigned by the President.

QUALIFICATIONS

EXPERIENCE

At least two years of successful work experience in strategic communications, public information, public relations, community services or other experience related to the responsibilities of the position.

One year of experience is equal to 12 months of experience at 40 hours per week. Applicable part-time experience will be converted to the full-time equivalent for purposes of meeting the experience requirement.

EDUCATION

A minimum of a bachelor's degree in marketing, journalism, communications, social media, multimedia, public relations or similar concentration.

One year of education is equal to 30 semester units. Education must be from an accredited institution.

KNOWLEDGE OF

Principles and practices of effective leadership, supervision and training; applicable federal, state and local laws and regulations, such as Education Code, Labor Code; applicable District policies, regulations, collective bargaining agreements, standard operating procedures and objectives of assigned programs; current industry practices; news organization, operation and preparation of print, social, radio, television and other communications media; fundamentals of writing, composition, layout and production for college publications, multimedia, social media and the Web; the role of the community college and its relation to the people it serves; employee development techniques; supervision and training; techniques of disseminating information through a multitude of media platforms, including print, electronic, multimedia and social media, as well as any new or evolving trends in communication techniques, channels, and platforms; recordkeeping techniques in a complex business environment; modern office practices, procedures and equipment.

ABILITY TO

Perform the essential functions of the position; supervise and prioritize the work of assigned areas of responsibility; select, train and evaluate employees; accurately apply and explain laws, regulations and policies; identify, implement, and maintain sustainable systems, materials, equipment, and practices; gather, write and produce accurate news and information for the news media, social media and college publications; work with groups and individuals in a cooperative manner; establish and maintain good working relationships with representatives of the news media and colleagues ; within the Los Rios marketing/communications team; analyze situations appropriately, develop courses of action to resolve

problems, and implement solutions; meet schedules and timelines; prepare clear, complete and concise reports; maintain accurate and organized records; communicate information and give instructions clearly, concisely and logically to others; prepare and deliver presentations; utilize current technology to effectively perform responsibilities; establish and maintain cooperative and effective working relationships with others; use interpersonal skills such as tact, patience and courtesy; work cooperatively with the public, students and employees; exercise initiative and sound judgment; work well in a group setting as well as independently with little direction or guidance; exercise discretion and confidentiality; effectively learn and use software packages; collaborate and foster inclusion in a diverse organization; have sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of individuals.