VENTURA COUNTY COMMUNITY COLLEGE DISTRICT

CLASS TITLE: PUBLIC INFORMATION OFFICER

BASIC FUNCTION:

Under the general supervision of the Director of Communications and Chief of Staff, plan, coordinate, and implement a public relations and information program and related activities for the colleges.

REPRESENTATIVE DUTIES:

At the direction of the Director of Communications and Chief of Staff, consult with the colleges to carry out public information duties; plan public information activities to ensure an effective system of disseminating pertinent information to campus and community constituents. E

Promote community awareness and media support of college programs and District-wide events/activities. E

Prepare and disseminate a variety of social media and news releases, newsletters, and public service announcements including those dealing with instructional programs, specialized services, registration and recruitment, special events, and community services as assigned; prepare, copy, compile, edit, and revise information and materials for advertising efforts and publication. E

Serve as a contact with the media regarding particular college events and programs as assigned, ensuring appropriate coverage of college programs; maintain contact with local media to establish personal identification and cooperation for maximum coverage of college programs. E

Develop college brochures, newsletters and other printed information, maintaining design and editorial standards to assure high quality of college publications, advertising and promotional literature. E

Assist the Director of Communications and Chief of Staff with media relations, public appearances, media interviews, and speaking engagements. E

Discover and determine newsworthiness of campus programs through ongoing communication with college staff. E

Gather, compile, and develop content for the college websites; monitor and post content to the District’s social media platforms and/or the college’s social media platforms as assigned. E

Prepare letters and information for the Chancellor as directed. E

Maintain files, including news releases, photos, and related documents; maintain media lists, media contacts, and mailing lists. E

Assist district staff at community events as assigned and take photos in the absence of marketing staff.

Reestablished September 2015
Established March 1998
PUBLIC INFORMATION OFFICER (continued)

Attend a variety of meetings and seminars as directed. *E*

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Principles and techniques of preparing, producing, and disseminating public information
Public relations principles, practices, and techniques
Media functions and relations
Methods and techniques of preparing and printing information publications
Copyright laws
Methods and techniques of editing, news reporting, marketing and advertising
Channels of news distribution
Photographic equipment and techniques
Modern office practices, procedures, and equipment
Modern computing including social networking, web design and maintenance, word processing, spreadsheet, email, presentation, and database applications
Techniques and methods used in editing and general design, lay-out, and production of written communication materials
Principles of English grammar, spelling, and composition
Principles and practices of training and work direction
District organization, operations, policies, and objectives
Applicable sections of State Education Code and other laws
Technical aspects of field of specialty

**ABILITY TO:**

Understand, interpret, and publicize the diverse programs and services of a community college
Plan, organize, and implement an effective public information and relations program
Communicate effectively with the media
Develop and edit clear, concise, accurate, and effective informational materials for public distribution
Evaluate the news value of college activities
Understand and follow oral and written directions
Work independently and as part of a team
Exercise initiative and independence of judgment and action
Operate photography equipment
Operate a computer and applicable software to carry out assigned responsibilities
Establish and maintain effective working relationships with those encountered in the course of work
Analyze situations accurately and adopt an effective course of action
Manage and coordinate multiple projects simultaneously
Communicate clearly and concisely, both orally and in writing
Operate a vehicle observing legal and defensive driving practices
PUBLIC INFORMATION OFFICER (continued)

EDUCATION AND EXPERIENCE:

A bachelor’s degree in journalism, public relations, marketing, communications, or related field AND three years of demonstrated work experience in media or public relations.

OR

A graduate degree in journalism, public relations, marketing, communications, or related field AND two years of demonstrated work experience in media or public relations.

LICENSES AND OTHER REQUIREMENTS:

Valid California drivers’ license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment with frequent interruptions
Driving to a variety of locations to conduct work

PHYSICAL ABILITIES:

Dexterity of hands and fingers to operate cameras and office equipment
Seeing to develop various publicity materials
Hearing and speaking to communicate with others
Reaching to retrieve and file records