

DIRECTOR, PUBLIC INFORMATION

DEFINITION:

Under administrative direction, to plan, organize, direct and personally perform the marketing activities of the college including public information, media relations, and desktop publishing; to coordinate and oversee graphic design and publication of materials; to prepare and manage the budget for the unit; and to perform related duties as assigned.

DISTINGUISHING CHARACTERISTICS:

This is a single position management class reporting directly to the Superintendent/President, with overall accountability for the college's public information (including oversight of the production of printed materials such as the catalog and schedule) and marketing activities. This position does not have direct supervisory responsibilities but coordinates the work of contractors and others in the development and dissemination of information and materials.

ESSENTIAL DUTIES: The following duties are typical of those performed by employees in this job title; however, employees may perform other related duties, and not all duties listed are necessarily performed by each employee in the job title.

- Develops and implements goals, policies, procedures and production schedules and standards for the public information function;
- Develops and implements marketing plans;
- Writes, co-writes, arranges for production and disseminates a wide variety of written materials including, but not limited to, catalogs, schedules, newsletters, brochures, calendars, press releases and similar materials;
- Assesses demographics with others and adapts marketing to ensure effective communication with targeted populations;
- Interviews campus personnel, students and others to obtain information;
- Attends a variety of campus functions and events, including meetings of the Board of Trustees;
- Acts as the college media relations offices and maintains liaison with print and broadcast media;
- Oversees the work of contract photographers, graphic artists, printers and others as required;
- Confers with staff to fulfill requests for public information services; works collaboratively with college departments and services to identify needs and designs for promotional materials;
- Takes and screens photos, paste-up and proof copy prior to productions and oversees the production and dissemination of such materials;
- Prepares and manages the unit budget;
- Serves as the College Community Relations Representative, including work with governmental agencies, professional and educational organizations, employee organizations and the public;
- Prepares and maintains a variety of correspondence, reports and records related to the work of the unit.

MINIMUM QUALIFICATIONS:

Knowledge of:

Principles and practices of marketing, public information and public relations as applied in an educational setting.

Principles and practices of media relations.

Assessment of demographic trends and adaptation of public information and marketing information and strategies to ensure successful, culturally appropriate outreach.

Basic methods, procedures and capabilities of photography, desktop publishing, printing and duplicating.

Basic budgeting.

Skill in:

Planning, organizing and implementing a broad based public information program.

Representing the college effectively in meetings with others, including developing and maintaining effective media relations.

Developing effective marketing and public information materials, reports and correspondence.

Establishing and maintaining effective working relationships with those contacted in the course of the work, including community relations and cultural sensitivity in work with targeted populations.

Working independently, exercising sound independent judgment, setting priorities, and meeting critical deadlines.

Operating computers including word processing and desktop publishing.

Other Requirements:

Possess a valid California driver's license and have a satisfactory driving record; attend campus activities and media functions outside of normal working hours. As an exempt employee, the incumbent may be asked to work variable schedules.

ILLUSTRATIVE EDUCATION AND EXPERIENCE: A typical way to obtain the above knowledge and skill is a combination of education and experience equivalent to:

A bachelor's degree in journalism, public information, marketing or a closely related field, and three years of experience in public information or media relations. Previous experience in an educational setting, and with diverse ethnic and cultural backgrounds, is desirable.

PHYSICAL CHARACTERISTICS: The physical abilities involved in the performance of essential duties are:

Vision sufficient to read handwritten, and printed documents and computer screens; speech and hearing sufficient to communicate in person and by phone; manual dexterity sufficient to use a variety of office equipment and tools, computer keyboards, and to manipulate papers; mobility sufficient to move throughout the work site. This work is performed in a variety of settings primarily offices.