

COMMUNICATIONS AND PUBLIC INFORMATION OFFICER

DEFINITION

Under the direction of the College President, develop, expand and enhance public understanding of college programs and their impact on the community and economy; gather and disseminate information about the college 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 other Los Rios college Communications and Public Information Officers and the district Associate Vice Chancellor for Communications and Media Relations, provide information and materials on college programs and activities, and participate in districtwide communications and public service activities.

TYPICAL DUTIES

Responsible for the development and implementation of a college strategic communications and marketing plan; 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; 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 college Communications and Public Information Officers and the District Associate Vice Chancellor for Communications and Media Relations; 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.

EDUCATION

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

KNOWLEDGE OF

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.

ABILITY TO (ESSENTIAL FUNCTIONS)

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 on the Los Rios Communications Council.