



PERALTA COMMUNITY COLLEGE DISTRICT

CLASSIFIED JOB DESCRIPTION

PUBLIC INFORMATION OFFICER

(SEIU Salary Range 100)

Job Code: 876

CLASS PURPOSE

Under direction of the College President, the Public Information Officer performs professional work in the coordination, development and implementation of the College's public information program.

EXAMPLES OF ESSENTIAL DUTIES:

The Americans with Disabilities Act (ADA) requires the district to identify the essential duties/functions of the position. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

Any one position may not include all the duties listed nor do listed examples include all tasks which may be found in positions of this class.

- Plans, organizes, coordinates and promotes the college's public information program.
- Writes, designs, layouts, edits, proofreads, and coordinates the publication and distribution of college publications, including college catalogs, college class schedules, handbooks, brochures, flyers, and advertising copies.
- Uses a personal computer utilizing desk top publishing, graphics programs and related software to produce college graphics displays/material.
- Researches, gathers information; writes and edits articles, news releases, public service announcements (radio and television), news/feature stories, staff newsletter, production outlines, and other materials for review and/or approval of the President.
- Assists the college president in preparing for community and media events.
- Performs active media relations outreach, including college stories pitched to media, press releases, media packets, public service announcements as needed and placement of calendar/community events items.
- Assists with college public displays, booths, special events, receptions, and other outreach activities, including developing an outreach/speaking schedule for managers.
- Provides information to college faculty, staff, administrators and students about public events, classes and other campus-related news.
- Responsible for various college marketing target lists.
- Coordinates and arranges interviews with faculty, staff, and others to promote the college.

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- Maintains liaison with local, state and national print and electronic media sources, as directed.
- Chairs and participates on college committees, as required.
- Assists with brochure, handbook, flyer, schedule and catalog production, and distribution.
- Develops/updates sections of the college website.
- Represents the college at public and private sector meetings and events related to community college relations, as directed.
- Coordinates, organizes, and participates in community outreach activities that include public speaking and presenting at community, business, and education events.
- Prepares and maintains publication budget and reviews college publications for cost-effectiveness.
- Maintains media and college archival files.
- Trains and supervises student employees, as required.
- Maintains and produces a college calendar of events.
- Assists in the coordination of printers, commercial artists, engravers and graphic artists, obtaining estimated and production bids from vendors.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS

- Education equivalent to a Bachelor's degree from an accredited college or university in journalism, public relations, communications, English or related discipline.
- Two (2) years of paraprofessional or professional experience involving organizing, administering, coordinating or promoting a public information program, including experience in media or public relations, newspaper, radio or television journalism, composing news releases and articles; or an equivalent combination of education and qualifying experience that could likely provide the desired knowledge and abilities.
- Excellent command of correct English usage, grammar, composition, vocabulary, spelling and punctuation.

DESIRED QUALIFICATIONS

- Three to five years of professional experience involving organizing, administering, coordinating or promoting a public information program, including experience with media or public relations, newspaper, radio and television journalism, composing news releases and articles.

Knowledge of:

- Knowledge and proficiency in the operation and use of personal computers utilizing MS Office Suite, Adobe Creative Suite, Customer Relations Management (CRM) systems, database management software programs, and the Internet; ability to operate scanners, laser printers and other similar hardware.
- Media organizations and public relations, marketing and information methods.

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- Photographic, audio and video equipment.
- Cultural competency, sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college staff, faculty, and students.
- Principles of program planning, management, administration and budget preparation and control.
- Techniques of preparing, producing, and disseminating information, utilizing all major media principles and the techniques of establishing and maintaining good relationships with news media and other public groups.
- Current trends in advertising and marketing.
- Activities and interests of community groups and student organizations.
- Newspaper, radio, television and other communications media resources.
- Basic principles of supervision.
- Terminology, procedures, theory of graphics and printing.

Ability to:

- Plan, organize, direct, and administer an effective public information program.
- Prepare clear, concise and effective articles and publications.
- Prepare and administer program budgets.
- Communicate clearly and effectively with staff and members of the media, both orally and in writing.
- write, edit, and prepare for publication news releases and articles about college activities.
- analyze situations accurately and adopt an effective course of action.
- direct, supervise, train and evaluate program personnel.
- establish and maintain cooperative relationships with colleagues and community stakeholders.

ENVIRONMENTAL DEMANDS

- Occasional work performed alone
- Constant work around and with people
- Frequent operation of a vehicle.
- Office environment at a desk or computer terminal

PHYSICAL REQUIREMENTS

- Occasional standing, walking, stooping, kneeling, squatting, and climbing stairs
- Occasional lifting and carrying up to 15 lbs.
- Occasional pushing and pulling up to 20 lbs.
- Occasional twisting of body
- Occasional use of manual dexterity
- Occasional use of tactile acuity
- Occasional use of visual acuity from a distance, with depth, and for color
- Frequent work at a rapid pace
- Frequent reaching, high, low, and level
- Frequent audio acuity at all ranges, including speech
- Frequent visual acuity for reading
- Constant sitting
- Constant use of clear oral communication

MENTAL DEMANDS

- Flexibility or ability to respond to multiple demands.

WORK ENVIRONMENT AND CONDITIONS:

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Employees work under typical office conditions with constant interruptions, and the noise level may vary depending on activities of the office. Employees work in an environment with constant work around people. Occasional work performed alone.
- Work is performed primarily indoors where minimal safety considerations exist. The incumbents utilize standard office machines and equipment, computers, software programs, applications, hardware, and peripheral equipment.

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