Title: Assistant Public Information Officer

Pay Scale Group: 14

FLSA: Exempt

Essential Function

Under general supervision from a designated administrator, assist in planning, coordinating, and executing public information/public relations activities of a designated area of the University.

Characteristic Duties

• Keep Public Information Officer apprised of all public relations events/information in a timely manner as they transpire.

• Assist in planning, coordinating, and executing public information/public relations activities of a designated area of the University.

• Assist in planning, production, and/or implementation of print, audio and electronic promotional materials and advertising.

• Assist with promotional events and arrange press conferences.

• Create materials for print or electronic publication. Interact with the public in electronic format.

• Conduct interviews and research to obtain promotional information for print and electronic publication.

• Advise area administrators pertaining to public relations needs for various media.

• Monitor and evaluate effectiveness of public information/public relations efforts and adjust as needed.

• Act as liaison with staff, faculty, and outside agencies.

• Act in the absence of the designated supervisor.

• May provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).

• Perform related duties based on departmental need.
**Title**: Assistant Public Information Officer  

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**Unusual Working Conditions**
- None.

**Minimum Qualifications**
- Bachelor’s degree with one (1) years experience; -OR- Associate’s degree with three (3) years experience; -OR- five (5) years experience. Experience must be in public relations, web-based or print publications, social media, or related field. Experience may also require at least one (1) year supervision.

*Last updated: August 2010*