Title: Associate Public Information Officer

Pay Scale Group: 15

Essential Function

Under general supervision from a designated administrator, provide information to external and internal public via news and other media in support of advancing the goals and objectives of the University and academic/administrative units thereof.

Characteristic Duties

- Consult with deans, department heads, faculty, and staff to assess public information/relations needs and formulate courses of action that support specific objectives.
- Review programs and projects for news potential.
- Field inquiries from media.
- Draft plans for media contacts and prepare written materials.
- Contact writers, broadcasters, editors to place stories.
- Manage expenditures for specific projects.
- Assign work; ensure proper workflow of the unit; act as lead worker.
- Perform related duties based on departmental need.

Minimum Qualifications

- Bachelor’s degree with three (3) years experience; -OR- Associate's degree with five (5) years experience; -OR- seven (7) years experience. Degree must be in English, mass communications or related field. Experience must be in professional writing/editing/broadcasting/public relations. Experience may also require at least one (1) year supervision.

Last updated: 3-26-07

An affirmative action/equal opportunity institution