Title: Public Information Officer

Pay Scale Group: 16

Essential Function

Under general supervision from a designated administrator, plan and supervise the public information activities of a designated area of the University.

Characteristic Duties

• Plan and supervise the public information activities of a designated area of the University.
• Plan and execute promotional activities and special projects in a designated area.
• Assist in planning and supervision of layout and production of promotional materials.
• Plan and implement promotional advertising.
• Consult and make recommendations to area administrators and institutional officers pertaining to public affairs and internal programs.
• Represent area in designated activities.
• Administer and monitor expenditures.
• Draft and execute copy for publication.
• Arrange for proper distribution and exposure.
• Arrange press conferences.
• Act as liaison with news media.
• 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.

Minimum Qualifications

• Bachelor’s degree and three (3) years experience; -OR- Associate’s degree and five (5) years experience; -OR- seven (7) years experience. Experience must be in public relations or publications or related field. Experience may also require at least one (1) year supervision.