Classification Specification for Unclassified Service

**Title:** Sr Public Information Officer

**Pay Scale Group:** 17-1

**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**
Serve in a leadership role within media relations.

Requires direct and frequent communication with senior leadership of a designated area to ensure alignment with overall strategic plan goals and institutional priority areas.

Requires self-directed, aggressive outreach to key personnel to generate consistent story leads to build awareness of internal and external initiatives.

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.

Plans and supervises 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 news conferences and media briefings.

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.