

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: CLASSIFIED

**CLASS TITLE: PUBLIC INFORMATION
OFFICER**

SALARY TABLE: 30

SALARY RANGE: 144

BASIC FUNCTION:

Under the direction of the Superintendent/President, develop, implement and conduct public relations, strategic communications, marketing and awareness activities to enhance community understanding of College objectives, services and activities; perform a variety of specialized duties in the research, organization, composition and design of College press releases and informational materials, and speeches, correspondence, talking points, announcements, and other oral and written communications for the Superintendent/President.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Develop, implement and conduct public relations, strategic communications, marketing and awareness activities to enhance community understanding of College objectives, services and activities; develop and implement public relation strategies according to College needs and established policies and procedures.

Compose, develop and prepare for the dissemination of speeches, correspondence, talking points, announcements, and other oral and written communications for the Superintendent/President; confer with the Superintendent/President regarding and adjust communications in response to public relations needs; provide technical assistance to the Superintendent/President regarding public relations strategies, needs and issues.

Perform a variety of specialized duties in the research, organization, composition and design of press releases, newsletters and informational materials for distribution to the local news media and publication in the community; establish and maintain contact with members of the media and other organizations; contact media representatives to disseminate story ideas.

Serve as a liaison and coordinate communications and information between the Superintendent/President, College employees, the Foundation for SBCC, students, print and broadcast media and the public to facilitate awareness of various College operations, functions, resources and events; arrange for interviews as needed; monitor and control flow of potentially negative information concerning the College and inform the Superintendent/President in a timely manner.

Meet and confer with College employees, the Foundation for SBCC, students and the public to obtain and determine information appropriate for publication and promotion; collaborate with College employees in the development and implementation of promotional and public relations goals, objectives, strategies, time lines and priorities; attend, photograph and report on College

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related events and activities.

Monitor and maintain current knowledge of governmental legislature and activities affecting College operations and activities; assure proper implementation of new legislation; assist in ensuring College operations and activities comply with new and existing legislation and legal requirements.

Provide consultation to media organizations, outside agencies and the public concerning College operations and activities; respond to and investigate inquiries, resolve issues and discrepancies, and provide detailed information concerning related functions, events, schedules, goals, objectives, practices, standards, requirements, policies and procedures; prepare and deliver oral presentations.

Advise College employees concerning media relations, publicity opportunities and related strategies and legal requirements; provide assistance in dealing with positive, negative and crisis situations.

Compile and assemble a variety of information concerning events, students, employees, awards, jobs and meetings for public relations materials; review local, state and national publications and collect articles and information concerning the College for the Superintendent/President and others.

Participate in the preparation and development of the annual preliminary budget for public relations functions; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations.

Prepare and maintain a variety of records, reports and files related to articles, press releases, research materials, newsletters, photographs, events, schedules, calendars, programs and assigned activities.

Operate a variety of office equipment including a computer and assigned software; utilize a variety of cameras.

Ensure proper publication of newsletters and event information on the College website.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Practices, methods and procedures involved in developing, implementing and conducting public relations, strategic communications, marketing and awareness activities.

Practices and procedures involved in the preparation and dissemination of news releases.

Public relations practices, procedures, techniques and terminology.

Policies, goals and objectives of College operations, programs and activities.

Principles, practices and techniques involved in the research, organization, composition and design of news releases, newsletters and informational materials.

Methods of collecting and organizing data and information.

Oral and written communication skills.

Budget preparation and control.

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Interpersonal skills using tact, patience and courtesy.
Correct English usage, grammar, spelling, punctuation and vocabulary.
Operation of a computer, desktop publishing equipment, cameras, and relevant software.
Record-keeping and report preparation techniques.
Public speaking techniques.

ABILITY TO:

Develop, implement and conduct public relations, strategic communications, marketing and awareness activities to enhance community understanding of College objectives, services and activities.
Compose, develop and prepare for the dissemination of speeches, correspondence, talking points, announcements, and other oral and written communications for the Superintendent/President.
Research, organize, compose and design press releases, newsletters and informational materials for distribution to the local news media and publication in the community.
Meet and confer with College personnel, the Foundation for SBCC, students and the public to obtain and determine information for publication and promotion.
Serve as a liaison and coordinate communications and information between the Superintendent/President, College personnel, students, print and broadcast media and the public.
Monitor legislature and activities affecting College operations and activities.
Learn and understand College organization, operations, policies and objectives.
Prepare and deliver oral and written presentations.
Operate a computer, cameras, and assigned software.
Analyze situations accurately and adopt an effective course of action.
Work independently with little direction.
Maintain records and prepare reports.
Plan and organize work.
Meet schedules and time lines.
Communicate effectively both orally and in writing.
Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in communications, public relations, journalism or related field and four years increasingly responsible public relations or journalism experience. Experience in a higher education environment preferred.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.
Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information and make presentations.

Sitting for extended periods of time.

Seeing to read a variety of materials.