

PUBLIC INFORMATION AND OUTREACH SPECIALIST

DEFINITION

The Public Information and Outreach Specialist serves a single college campus, assists in the planning and implementing of the public information and marketing effort of the college, including the identification and recruitment of new student population.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from an educational manager.

EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

Assists in the coordination of media relations.

Under direction writes news releases and feature stories for the media as appropriate.

Serves as information liaison with community groups.

Provides publicity for College events, programs and courses. Maintains media lists, media contacts and mailing lists.

Prepares written copy of publications, such as marketing materials, newsletters, brochures, schedules, catalogs, flyers, posters, tabloids and advertising.

Assists with special projects, such as accreditation reports and annual reports.

Assists in organizing special functions, such as conferences, receptions, fine art performances and related activities.

Provides back-up assistance to graphics production staff as needed.

Arranges, coordinates, implements and supports College's outreach and recruitment efforts with appropriate college units.

Coordinates and implements the recruitment of non-traditional student populations, working with EOPS and other College groups.

Assists with matriculation of students, especially enrollment of special or off-campus populations.

Assists with follow-up or research concerning students or community.

(Over)

MINIMUM QUALIFICATIONS

Knowledge of:

Production techniques including editing, graphics and printing.

Skill to:

Work effectively with diverse individuals and groups.

Plan and organize work activities and to conduct descriptive research.

Interact with diverse groups and individuals.

Strong writing, verbal, and analytical skills.

Experience and Training

Any combination of experience and training that would likely provide the required knowledge and skills is qualifying. A typical way to obtain the knowledge and skills would be:

Experience:

Work experience in media, public relations, public information experience or related fields.

Training:

Equivalent to an Associate degree from an accredited college.