CAPE FEAR COMMUNITY COLLEGE

PUBLIC INFORMATION OFFICER

DEFINITION

To direct, manage, supervise, and coordinate the programs and activities of the college’s public information function including the production of publications and printed materials; to coordinate assigned activities with other college departments, divisions, and outside agencies; to coordinate a variety of institutional research functions and data collections; and to provide highly responsible and complex administrative support to the Vice President of Institutional Development.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Vice President of Institutional Development.

Exercises direct supervision over technical and clerical staff.

ESSENTIAL AND OTHER IMPORTANT FUNCTIONS STATEMENTS--Essential and other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

Provide responsible staff assistance to the Vice President of Institutional Development.

Serve as the media contact for the College and direct marketing efforts with the media including press releases, public service announcements, and paid advertising.

Coordinate the review and publication of all major college publications including the College Catalog, the President’s Annual Report, the CFCC Fact Book, the CFCC Weekly Bulletin, class schedules, and newsletters and newspapers produced in the name of the College and/or using any College resources.

Manage and participate in the development and administration of the public information program annual budget; direct the forecast of funds needed for staffing, equipment, materials, and supplies; direct the monitoring of and approve expenditures; direct and implement adjustments as necessary.

Serve as liaison for the public information function with other college departments, divisions, agencies, organizations, and the media.

Coordinate the collection and reporting of data required for annual and long range planning, Annual Program Reviews, and other institutional effectiveness requirements as assigned.

Participate in the development and implementation of goals, objectives, policies, and priorities for assigned functions; recommend, within departmental policy, appropriate service and staffing levels; recommend and administer policies and procedures.
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**Essential Functions (continued):**

Assume management responsibility for all college information services and activities including the print shop and duplicating center functions. Select, train, motivate and evaluate clerical and technical staff.

Assist appropriate departments in the development of feasibility studies for new programs, as assigned.

Propose policies and procedures regarding college publications.

Coordinate the development of promotional literature with academic and administrative staff; provide assistance regarding publication and materials development.

Produce commercials, public service announcements or videos to promote the college.

Serve as the official publications officer for the college; read, proof, and approve all written materials for distribution to the general public prior to release.

Ensure the adherence and enforcement of copyright policies and rules.

**Other Important Functions:**

Maintain supplies and equipment inventory; requisition supplies as needed; contact vendors for product information; prepare bid specifications for equipment.

Provide staff support on a variety of boards and committees; attend and participate in professional group meetings; stay abreast of new trends and innovations in the field of public information and community college research.

Perform other duties and responsibilities as assigned.

**QUALIFICATIONS**

**Knowledge of:**

Operations, services and activities of a public information program.

Organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs.

Principles and practices of program development and administration.
Principles and procedures of marketing and public information

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Knowledge of (continued):

Journalistic writing and reporting techniques.

Methods and techniques of producing publications.

Strategies and operational techniques of marketing institutional programs and services and of proposal development.

Research methodology appropriate to the community college mission including community needs assessment, assessment of educational outcomes, and effective analysis and presentation of data.

Principles and practices of budget preparation and administration.

Principles of supervision, training and performance evaluation.

English usage, spelling, grammar and punctuation.

Pertinent Federal, State, and local laws, codes and regulations.

Ability to:

Manage, direct and coordinate the work of clerical and technical personnel.

Recommend and implement goals, objectives, and practices for providing effective and efficient public information services.

Develop, write and/or oversee the production of printed publications.

Maintain attention to detail and quality workmanship.

Prepare and administer a detailed budget.

Prepare clear and concise administrative and financial reports.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Develop and maintain computerized databases.

Research, analyze, and evaluate new service delivery methods, procedures and techniques.
Interpret and apply Federal, State and local policies, procedures, laws and regulations.

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Ability to (continued):

Establish and maintain effective working relationships with those contacted in the course of work including college and other government officials, community groups, and the general public.

Effectively interact in group processes, contribute to team building, and provide professional leadership.

Maintain effective audio-visual discrimination and perception needed for:
- making observations
- communicating with others
- reading and writing
- identifying and participating in events and programs to market CFCC
- operating assigned equipment.

Maintain physical condition appropriate to the performance of assigned duties and responsibilities which may include the following:
- sitting for extended periods of time
- operating assigned equipment.

Maintain mental capacity which allows the capability of:
- making sound decisions
- answering questions
- evaluating various alternatives and making appropriate choices
- demonstrating intellectual capabilities.

Communicate clearly and concisely, both orally and in writing.

Experience and Training Guidelines

Minimum of a bachelor’s degree is required; a master’s degree or higher is preferred.

Minimum of two years of demonstrated successful experience in marketing and public relations and/or institutional research is required. Community college experience preferred.

Proficiency in desktop publishing, photography, and the design of publications highly desirable.

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