

JOB DESCRIPTION



Position Title: Media and Communications Manager/Public Information Officer

Department: Marketing

Employment Category: Administrative Staff

Primary Location: District Wide
Based on the Sierra Vista Campus

FLSA Classification: Exempt
Remote Work Eligible: No

Parameters: Full-time; 12 months/year

Pay Grade: AS13

Position Summary: The Media and Communications Manager/Public Information Officer (PIO) is responsible for serving as the college's Public Information Officer and for maintaining positive relations with public and key stakeholders through the press, electronic, and social media and for assisting in the management and distribution of the college's strategic internal and external communications.

Essential Functions: As defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

Duties and Responsibilities: Within the scope of college policies and procedures, this position:

Serves as the college's Public Information Officer, responding to inquiries and information requests in coordination with the president's and other college official's offices, ensuring a consistent message related to information requests, statements, etc.

Identifies audiences and develops communication strategies; assists in dissemination of college information, programs and materials; researches, composes, organizes and executes the delivery of information, internally and externally; distributes articles, press releases and social media posts; takes publication-quality photos and video for distribution to appropriate outlets; posts official news on the college website and relevant social media sites; tracks and reports college coverage; serves as the primary point of contact for the media; monitors the public relations environment and ensures the nature of this environment is communicated to administration

Monitors and analyzes programs and activities at the college and assists in developing appropriate strategies for publicizing them; provides content and writes articles to support marketing and communications content department initiatives; researches industry for new writing trends and styles ensuring the college remains at the cutting edge of communications content and strategy

Coordinates communications distributed to internal audiences; ensures print and electronic editorial content conform to established graphic and editorial standards and reflect the college's brand attributes, messaging, mission and vision; writes, edits and schedules relevant internal announcements

Manages the college's video production strategies; supervises the video production specialist and student video production positions; identifies compelling and informational story topics; leads development ideas to create video content that aligns with the college's marketing and recruiting initiatives including advertisements, testimonials, website, internal training videos, social media content, animations or other platforms as needed

Works collaboratively with the Athletics Department to promote college athletics programs and event news and information; works with the Sports Information Director in the production of athletic media guides, publications and related materials; assists in the management of press passes for sporting events; maintains the athletics website

Supervises assigned staff, including hiring, work assignments, performance management and evaluations; makes recommendations regarding department organization and process workflows, training and problem resolution

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Performs related duties as assigned

General Expectations: Employees are expected to accomplish assigned duties in an efficient, effective and competent manner and to strive for improvement and excellence in all work performed. Additionally, employees must understand the comprehensive role of the community college and cooperate and work harmoniously with students, faculty and staff, and the public. Employees will follow all college policies, rules, regulations and guidelines as they relate to this position.

Education and Experience Requirements:

Bachelor's degree in journalism, public relations or related field from a regionally accredited institution of higher learning recognized by the US Department of Education

Three years writing or publications experience

An equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved may be considered.

Knowledge, Skills and Abilities:

Knowledge of college policies and procedures affecting assigned work

Knowledge of or ability to obtain organizational structure, workflow and operating procedures

Knowledge of laws, regulations and policies related to publishing documents

Knowledge of standard concepts, practices and procedures related to the position, including use of AP style, punctuation and syntax, and photography

Knowledge of communication and public relations principles, practices and techniques

Knowledge of writing and editing principles, practices and techniques

Knowledge of trends, developments and new technologies related to electronic and print media

Skill in online promotion and publishing processes, procedures and techniques, and an ability to adapt in a changing technological environment

Skill in information research and evaluation

Skill in creative, journalistic, and technical writing, editing and proofreading

Skill in creating, composing and editing and proofreading written materials

Skill in news and marketing value, and familiarity with media priorities and practices

Ability to take photographs suitable for print and electronic media

Ability to adapt in an ever changing technological environment

Ability to work independently, prioritize, follow multiple projects and tasks through to completion, with close attention to detail while contributing to team environment

Ability to relate to a diverse population in a professional and helpful manner, and to maintain composure when faced with difficult situations

Ability to communicate effectively, verbally and in writing, and to relate to others in a professional, helpful manner

Ability to analyze problems, identify solutions, and take appropriate actions to resolve problems using independent judgment and decision-making processes

Ability to establish and maintain effective working relationships with supervisors, other department staff, students and the public

Work Environment: Work is primarily performed under general supervision in an office setting with appropriate climate controls. Travel, early morning, evening, and weekend work may be required.

Physical Requirements: Essential functions of this position require: lifting, manual dexterity, ability to communicate.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body; involves sitting majority of time; walking and standing are required only occasionally and all other sedentary criteria are met

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Mental Application: Utilizes memory for details, verbal instructions, emotional stability, critical thinking, adaptability and creative problem solving skills are important

Reports to: Assistant Dean of Marketing, Communication and Advancement

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.