Job Description

Job Title:	Assistant to the Public Information Officer	**Grade:**	P
Department:	Community Relations and Marketing Services	**FLSA:**	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

The Assistant to the Public Information Officer (PIO) will oversee project management and process issues for Community Relations and Marketing Services (CRMS). The position will oversee multi-departmental and/or multi-campus projects, and ensure that the department is in compliance with all state, county and College policies and procedures.

Characteristic Duties and Responsibilities:

1. Works with Public Information Officer and Assistant to the President and other CRMS staff to develop, supervise and track multi-level project plans for multi-departmental and/or multi-campus projects (i.e. schedules and course guides, catalog, website redesign, etc.).
2. Creates and executes project work plans and revises as appropriate to meet changing needs and requirements.
3. Identifies resources needed and manages day-to-day operational aspects of a project and scope.
4. Ensures project documents are complete, current and stored appropriately.
5. Works with CRMS staff to ensure projects align with state, county and College policies and procedures.
6. Tracks and reports project progress and expenses on a weekly basis.
7. Serves as a back up resource for the Public Information Officer and Assistant to the President with community outreach initiatives and appearances.
8. Performs other duties as assigned.

Reporting Relationships:

Direction Received: Reports to the Public Information Officer and Assistant to the President

Direction Given: Provides functional guidance to CRMS staff as related to projects

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade. March 2010

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Minimum Requirements:

Bachelor's degree from a regionally accredited institution in public relations, journalism, communications or related field and six years of experience in media relations, communications planning and management

Knowledge, Skills, Abilities and Worker Characteristics:

Knowledge of public relations, marketing theories and practices
Knowledge of new media practices
Knowledge of the strategic planning process and strategic planning ability
Ability to make a professional presentation as a college spokesperson
Excellent communication and interpersonal skills
Strong project management skills
Knowledge in brand creation and management
Knowledge of basic budgeting and accounting principles
Leadership and supervisory skills

Working Conditions:

Typical office environment

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