

PUBLIC RELATIONS OFFICER

GENERAL DESCRIPTION OF CLASS

Under the direction of the Superintendent/President, plans, develops, implements, and manages a comprehensive and effective public relations program for the District; serves as the Public Relations Officer (PRO) and primary resource and liaison between the District, external agencies, government agencies, and state and local news media representatives. The incumbent directs and coordinates public relations goals and strategies to ensure the District is represented positively to advance community partnerships and student engagement.

REPRESENTATIVE DUTIES: The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related or a logical assignment to this class. The essential duties of the class are indicated with an asterisk *.

BASIC FUNCTION: The duties of this classification may involve performing the most technical and difficult tasks, requiring specialized or advanced skill in one or more areas of the work assigned. The duties below are not inclusive but characteristic of the type of work associated with the class. Individual positions may do all or some combination of the duties listed below as well as other related duties.

1. Plans, manages, and implements District-wide strategies for strengthening relations and reputation with community, business, media, and stakeholders. *
2. Develops and maintains standards for campus communications, including but not limited to brand and writing guidelines, standards for publications, social media platforms, photography, and policies and procedures affecting college communication channels. *
3. Researches and writes press releases, articles, announcements, presentations, profiles, and stories highlighting students and programs that support District communications strategies. *
4. Coordinates and supervises all media relations for the District to ensure accurate and timely coverage of college events and news, utilizing newspapers, radio and television. *
5. Serves as lead media spokesperson for the District; represents and acts on the President's behalf to the media when appropriate. *
6. Collaborates with administrators on media requests and interview availability; sets up interviews and assists in identifying talking points and/or discussion items related to media request(s). *
7. Consults with senior administrators to determine information to be developed, released, and distributed; prepares statements and media message points on major District issues including but not limited to crisis and other sensitive and confidential matters. *
8. Serves as the Public Relations Officer during the activation of emergency operations; confers with college administrators in the evaluation of sensitive communications; liaises with Butte College Police Department and other agencies; serves as the key liaison to the media; provides public safety information to students, faculty, staff, and the public.*
9. Reviews and proofreads communications content for accuracy, style, consistency, and compliance to District policies and procedures. *
10. Develops and maintains the public relations budget. *
11. Produces, coordinates, updates, and delivers District announcements and calendar of events.*
12. Develops, plans, approves, and oversees the distribution and flow of accurate campus information and news to internal and external contacts. *

13. Represents the District and/or campus at special events or media events; serves as a spokesperson as appropriate. *
14. Creates and disseminates production-ready materials and publications, including but not limited to the college's annual report, District planning documents, promotional items, and assigned website and portal information; utilizes a variety of photo equipment, scanners, graphic, and/or image editing computer software programs and applications. *
15. Partners with the District's Webmaster to ensure proper placement of assigned webpages as well as updates to the District's homepage or relevant landing pages. *
16. Develops and provides guidance to staff who provide content for the annual report to the community; establishes job specifications and production timelines. *
17. Partners with the Marketing Director to manage the District's social media pages ensuring the Public Relations goals are met. *
18. Facilitates communications and acts as a liaison between the Office of the President with staff, administrators, students, media representatives, educational offices, and/or institutions and the public; interacts and relays information to administrator, as appropriate. *
19. Plans, coordinates, schedules, publicizes, and attends special events, including but not limited to anniversary celebrations, construction milestone events, press conferences, and fundraisers. *
20. Monitors and reviews all local and national news coverage and social media mentions of the District; prepares and provides the President with quarterly media reports to update the Board of Trustees; maintains accurate records of all news coverage; archives records and publications related to the area of assignment. *
21. Coordinates photo and/or video coverage of special events and distribution of photos and/or videos to appropriate publications and sources. *
22. Creates and maintains an accurate and up-to-date library of photography, fonts, and artwork used in official publications and promotions. *
23. Interacts with diverse populations and constituencies in a wide range of situations requiring judgment, tact, and diplomacy. *
24. Utilizes computers to perform advanced-level document and image production, including complex formatting of documents and design layout for publications; creates a variety of PowerPoint presentations; establishes and maintains a variety of databases and spreadsheets; utilizes a variety of computer software programs and applications, hardware, and peripheral equipment. *
25. Assists and backs up coworkers and other staff within the department, as needed.
26. Assists with special event planning, as requested.
27. May serve on a variety of District committees as requested.
28. Performs other duties that support the overall objective of the position.

MINIMUM QUALIFICATIONS

EDUCATION/EXPERIENCE:

- Bachelor's Degree* in communications, public relations, journalism, public administration, marketing, or related discipline; **AND**
- Three (3) years of experience in public relations, journalism, or advertising.
- Or, any combination of education and experience which would provide the required qualifications for the position.

*Bachelor's Degree education equivalency is a 1 to 1 equivalency, one year of responsible work experience related to the classification for each full year (24-30 units) of college.

CERTIFICATES, LICENSES, REGISTRATION, SPECIAL AND/OR OTHER REQUIREMENTS:

- May be required to hold and maintain a valid driver's license **'if and when'** travel is required in the course of work.
- May be required to travel for various off-site meetings, trainings, conferences, and/or events in support of the overall objective of the position.
- May be required to work a schedule involving evenings and weekends.

DESIRED QUALIFICATIONS:

- Technical expertise in Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint).
- Experience working at an educational institution within the area of Public Relations and/or Marketing.
- Experience in graphic arts and layout techniques.

KNOWLEDGE, SKILLS, AND ABILITIES: (May be acquired through education, training and/or experience.)

Knowledge of:

- District and college policies, procedures, rules, and regulations related to the area of assignment.
- California Education Code and Title V as it relates to the area of assignment.
- Family Educational Rights and Privacy Act (FERPA).
- Rules, regulations, laws, and Board policies, and procedures governing the District.
- Theories, principles, and best practices in supervision and training of assigned staff.
- Principles, practices, and techniques of public information and public relations.
- Marketing, communications, public information, and media relations.
- Principles and practices of promoting higher education.
- Technical expertise in Adobe InDesign, Photoshop, Illustrator, Acrobat, Bridge, PageMaker, and/or other related desktop publishing software
- Department and project budgeting techniques and financial management.
- Methods, practices and terminology used in governmental accounting and financial reporting, bookkeeping and financial record keeping.
- Modern office practices and procedures including technical report writing techniques.
- Proper spoken and written English usage.
- Elements of proper grammar usage, spelling, vocabulary, and punctuation.
- Terminology used in Public Relations and Marketing.
- Trends in publication design, graphics, and typography.
- Marketing and advertising principles, procedures, and techniques.
- Principles and techniques of typesetting, printing, and digital and film photography.
- Proper practices, procedures, and techniques required for various graphic effects.
- Basic mathematics.
- Composing, proofreading, and preparing correspondence.
- Record-keeping, filing, file sharing, and filing system methods and techniques.
- Effective communication skills both verbal and in writing.
- Computer software programs, applications, databases, and Enterprise Resource Planning (ERP) systems; computer hardware and peripheral equipment related to the area of the assignment.
- Modern office practices, procedures, methods, and techniques.
- Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint).

Ability to:

- Independently perform the essential responsibilities of the position.
- Understand and apply District and department policies and procedures related to the area of assignment.
- Integrate local, state, and federal laws and regulations related to the area of the assignment.
- Ensure compliance with all laws, regulations, and policies through effective office supervision and leadership.
- Read, understand, learn, interpret, and apply rules, regulations, policies, and procedures related to the area of the assignment.
- Develop and implement annual goals and objectives related to the area of assignment.
- Develop and maintain productive relationships with college staff, community members, media representatives, and coworkers.
- Direct and prepare press releases and other public relations materials and/or communications.
- Write in a professional manner, proofread, and edit accurately.
- Compile presentation quality reports.
- Maintain accuracy and pay close attention to detail in a fast-paced environment of changing priorities.
- Compile, organize, and use various financial information necessary in the preparation and monitoring of budgets.
- Update and maintain files, file sharing, filing systems, and records accurately and completely.
- Compose correspondence and reports.
- Use discretion and handle students, staff, and faculty in a diplomatic manner.
- Plan, organize, and prioritize workload to meet schedules and timelines.
- Independently apply good judgment in making sound and educated decisions.
- Update and maintain records, files, file sharing, and filing systems accurately and with confidentiality.
- Exercise problem-solving and critical thinking skills related to the scope of authority.
- Utilize keyboarding skills commensurate with the required functions for this position.
- Effectively and fluently utilize computers to perform advanced-level document production including the complex formatting of documents, creating charts, and establishing and maintaining databases and spreadsheets.
- Utilize complex features of desktop publishing, word processing, and spreadsheet, and database management software.
- Utilize computer software programs, applications, and databases; computer hardware and peripheral equipment related to the area of assignment.
- Communicate with students, staff, and the public in person and via a variety of communication modalities using various technology resources.
- Work with diverse populations.
- Establish and maintain cooperative relationships with those contacted in the course of work.

RELATIONSHIPS WITH OTHERS:

The incumbents in this class are in daily contact with department, college, District faculty, staff, administrators, students, vendors, and the public, media, and elected officials as needed.

SUPERVISION EXERCISED and/or RECEIVED:

The incumbents in this class may provide supervision, work direction, and/or guidance to classified staff, student workers, student assistants, and/or short-term, temporary employees. The incumbents in this class receive general supervision from the Superintendent/President or other administrative superiors. Supervision is provided regarding interpretation and application of District, college, and/or department policies and procedures, applicable state and/or federal regulations. Work is usually performed independently and reviewed by supervisors as needed to ensure accuracy, completeness and compliance with practices and regulatory standards. Incumbents in this class follow policies and guidelines as outlined by the District, college and/or departmental procedures, policies, and directives.

PHYSICAL AND MENTAL DEMANDS:

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Physical Demands**

While performing the duties of this classification, the incumbent is regularly required to sit, walk, and/or stand, speak or hear, both in person and by telephone. Use hands repetitively to finger, handle, feel or operate standard office equipment; reach with hands and arms; and occasionally lift and carry up to 25 pounds. must frequently sit and/or stand for long periods of time; dexterity of hands and fingers to operate a variety of computer and office equipment, The incumbent may be required to bend at the waist, kneel and/or crouch; move about the college or District site(s). Specific vision abilities required by this job include close vision and the ability to adjust focus and view a variety of computer screens, printed documents, and instructions.

- **Cognitive Demands**

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; use math/mathematical reasoning; perform highly detailed work under changing priorities and deadlines on multiple concurrent tasks; work with frequent interruptions, and interact with District and/or college faculty, staff, management, administrators, students, educational institutions, and others encountered the course of work.

WORK ENVIRONMENT AND CONDITIONS:

- **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The incumbent works under typical office conditions, and the noise level is usually quiet.

- **Working Conditions**

Work is performed primarily indoors where minimal safety considerations exist.



Class Code: L249.100

Salary Range – MSC 14 - Exempt

Butte Glenn Community College District (BGCCD) IS AN EQUAL OPPORTUNITY EMPLOYER:

To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

Butte Glenn Community College District is committed to creating a diverse workforce focused on equity, inclusion, and accessibility for all faculty, staff, administrators, managers, and students. The District is dedicated to building an environment that supports our diverse student populations providing opportunities to mentor, encourage, and prepare our students to be successful in the world and expose them to global perspectives. Our District community of professionals is devoted to enriching our students' lives by bringing to light a variety of ways to engage and discover their individual and collective paths through education.

BGCCD is committed to the principles of equal employment opportunity. It is the District's policy to ensure that all qualified applicants for employment and employees have full and equal access to employment opportunities and are not subject to discrimination in any program or activity of the District on the basis of ethnic group identification, race, gender, color, language, accent, citizenship status, ancestry national origin, age, sex, religion, sexual orientation, gender identity, parental status, marital status, veteran status, physical or mental disability or medical condition, or on the basis of these perceived characteristics.