

PUBLIC AFFAIRS OFFICER

BASIC FUNCTION

Provides professional support in the development and implementation of public relations initiatives and programs; areas of responsibility include public information, marketing, media relations, communications, and community relations; coordinates public awareness information and produces external and internal communication projects; and maintains brand identity standards.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned area supervisor. May provide lead direction to temporary staff and/or student workers.

CLASS CHARACTERISTICS

This classification is responsible for performing the most complex work assigned to the series. Incumbents regularly work on varied and complex tasks requiring considerable discretion and independent judgment. Employees in the classification rely on experience and judgment to develop and implement public relations strategies and programs. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

EXAMPLES OF TYPICAL JOB FUNCTIONS

1. Serves as the primary spokesperson for the District and the assigned District location, working with local and regional media outlets.
2. Prepares news releases and arranges media interviews; drafts in-house and outside announcements; assists with the preparation of District and college announcements and public information materials; and establishes and maintains effective media relations.
3. Oversees assigned listservs and reviews messages to ensure they meet the District guidelines/rules.
4. Collaborates to produce the District's annual report, including writing articles, editing, identifying stories, and assisting with layout development.
5. Coordinates public awareness, information, and external and internal communication projects and maintains brand and style guide standards.
6. Conducts research and drafts responses to public inquiries on various topics; assists with the development of customer service/strategic marketing survey instruments; makes presentations to the community, business groups, and civic organizations.
7. Writes news and feature articles for internal and external print and electronic publications and websites.
8. Prepares speeches, Board resolution(s), video scripts, special events scripts, print and electronic advertising, and other types of communications; develops white papers, legislative briefings, and other reference materials.
9. Coordinates services with outside vendors.
10. Coordinates community relations programs; meets with and presents information to neighborhood associates, community groups, and service organizations.
11. Assists the Riverside Community College District Foundation (RCCDF) with fundraising, alumni relations, and community cultivation by developing campaign materials, newsletters, and other relevant materials.
12. Plans, develops, edits, and creates collateral material including, but not limited to, flyers, brochures,

- banners, newsletters, fact sheets, presentations, other print/graphic items, media, and web content to publicize and market college programs, initiatives, and services; participates in photography shoots.
13. Develops content for the District and assigned college websites, adhering to brand identity standards.
 14. Assists with the development and placement of print and electronic advertising for the District; assists with video production and editing for marketing, events, and student spotlights.
 15. Creates content for District and assigned college social media sites; assists departments with content development and maintenance of affiliated social media; assists academic and student services departments in the preparation of announcements and public information materials; provides communications, public relations, and marketing counsel to senior college and District leadership.
 16. Participates with groups that represent District's/colleges' interests, as directed; assists with the coordination and implementation of District major events; develops concepts and writes scripts, invitations, programs, and various other materials appropriate to events; assists the District with recognition events; coordinates the District's participation in outside events.
 17. Participates in District-provided in-service training programs.
 18. Performs other related duties as assigned; specific duties not listed does not exclude them for this classification if the work is similar or related.

QUALIFICATIONS

Knowledge of:

1. Methods and techniques of developing and implementing effective public and media relations programs.
2. Communication and public relations strategies including branding and marketing objectives.
3. Journalistic and business communications styles and writing rules as they relate to the preparation of news and media content for articles or conferences.
4. Research and writing methods for white papers and legislative briefings.
5. Principles and practices of marketing as they relate to community relations.
6. Multiple communication methods and techniques including social media, newsletter, television, web, and other platforms.
7. Methods of preparing informational materials and disseminating them through the various media, including graphic design, layout, and print production.
8. Research methods and techniques.
9. Public speaking and presentation techniques.
10. Survey instruments and methods used in gauging external interest and support of District programs.
11. Techniques to determine demographics of communities served.
12. Special event planning and scheduling.
13. Photography principles and appropriate editing techniques for photos and videos.
14. Associated Press style guidelines and rules.

Ability to:

1. Effectively work with the District and colleges to formulate communication and media strategies.
2. Prepare clear and concise communications aligned with the District's priorities.
3. Serve as the primary spokesperson with local and regional media.
4. Write news and feature articles focused on District activities.
5. Prepare materials and conduct public speaking engagements.
6. Develop and prepare effective marketing strategies, advertising materials, and related information to promote District activities.
7. Design and maintain the District's social media sites.
8. Collaborate with the various entities on website content.

9. Coordinate assigned public and community relations programs.
10. Effectively represent the District in meetings with community and business leaders.
11. Independently organize work, set priorities, meet critical deadlines, and follow up on assignments.
12. Exercise independent judgment within general policy and procedural guidelines.
13. Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
14. Communicate clearly and concisely, both orally and in writing.
15. Establish, maintain, and foster effective working relationships with those contacted in the course of work.
16. Demonstrate clear evidence of sensitivity and understanding of the diverse academic, socio-economic, disability, and ethnic backgrounds of students, staff, and the community.
17. Provide efficient, high-level customer service to the public, vendors, contractors, and District personnel.

Education and Experience:

A bachelor's degree with coursework in marketing, communications, public relations, or a related field and five (5) years of professional level experience in community or public relations, marketing, and event planning; or an equivalent combination of education, training, and/or experience.

Licenses and Certifications:

A valid driver's license and proof of insurability may be required to drive a District or personal vehicle.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; ability to operate a motor vehicle and visit various District sites and/or meetings; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This classification primarily works in an office and standing in and walking between work areas is occasionally required. Finger dexterity is needed frequently to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Employees in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees in this classification occasionally lift, carry, push, or pull materials and objects up to 20 pounds.

The essential functions of this classification must be performed by incumbents with or without reasonable accommodations.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset individuals in interpreting and enforcing departmental policies and procedures.