

# San Diego Community College District

## CLASSIFICATION DESCRIPTION

**Title:** Information Officer

**Unit:** Supervisory & Professional

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**Job Code:** D1181  
**Original Date:** 01/1991  
**Last Revision:** 09/2016  
**Staff Type:** Classified  
**FLSA status:** Exempt  
**Salary Range:** L

### **DEFINITION**

Under the direction of the President (or designee) design, plan, develop, initiate, implement, execute, oversee, and maintain public information and fundraising programs for the campus or District, including marketing, marketing research, media relations, fund development, advertising, student recruitment, websites, social media, emergency communications, campus public and community relations, and operational objectives, concepts, and methodologies. Serve on committees and advisory boards and represent the District as appropriate. Make recommendations and provide advice to management which has significant impact to the operations. May supervise clerical staff. Prepare, monitor, and manage budgets and reports.

### **EXAMPLES OF DUTIES**

1. Develop, implement, and execute public relations, marketing, marketing research, fundraising, and advertising plans in compliance with established timelines, deadlines, and standards for district identity, uniformity, accuracy, and quality; initiate, develop, manage, and execute comprehensive, effective marketing, advertising, public relations, and public information programs; coordinate with other district personnel so the programs are professionally and accurately presented.
2. Develop, plan, approve, and oversee the distribution and flow of accurate campus information, promotions, and news to internal and external contacts, events, agencies, and news media. Represent the campus or District at events and serve as spokesperson when appropriate. Develop and maintain effective working relationships with community groups and representatives of the news media. Determine information to be developed/released in consultation with administrative officials. Arrange for photography for promotional purposes. Develop cost analyses for public relations projects.
3. Research, design, write, print, produce, and disseminate a wide range of promotional and informational materials. Oversee the flow of accurate campus information to internal and external media, including campus publications and the college's website. Oversee social media efforts; respond to public requests for information via social media.
4. Maintain oversight authority for website presentation and design. Design, develop, review, manage, promote, and maintain web pages and other multi-media for the promotion and public presentation of the campus or District. Participate in the development of web policies, practices, and standards and web marketing strategies. Work closely with webmasters and coordinate with other district personnel to ensure programs are properly presented.
5. Create, execute, and review fund development, marketing, and advertising campaigns as they relate to the Foundation, scholarships, industry support of special events, publications, and partnerships and to increase student enrollment. Research potential donors and estate planning networking groups and help to facilitate a major gift campaign that involves active research, planning, implementation, and evaluation and develop marketing program objectives and methodologies.
6. Assist visitors and representatives of the news media attending district or campus functions. Coordinate and publicize special campus, district, and community events.
7. Serve as a committee member and represent the campus or District at a variety of community organizations, meetings, and boards. May act as spokesperson at internal and external events regarding campus or District program objectives and methodologies. Investigate and resolve matters of significance for the President. May handle complaints and grievances.

8. Maintain up-to-date knowledge of advancing technologies and multi-media for marketing, advertising, and public relations. Master complicated publishing-related software and have advanced technical knowledge of computer hardware and related peripheral devices.
9. Provide work direction, training, and supervision to staff in campus communications. Oversee and provide direction of work to staff, students, professional services, and writers.
10. Provide leadership in the effective development of policy and management of the college website as a marketing tool, assuring that it reflects a desired image through its design, structure, and content for public access.
11. Advise the President and staff on a variety of matters, including media, government and community relations, and special events.
12. Prepare, produce, and monitor budgets and reports.
13. Perform related duties as assigned.

### **DESIRABLE QUALIFICATIONS**

#### Knowledge:

Advancing technologies and multi-media available for cutting-edge marketing, advertising, public relations, and customer service.  
Journalistic styles of writing and editing.  
Modern office practices, procedures, and equipment, including computer hardware and software.  
Oral and written communications skills.  
Principles and practices of supervision, training, and motivation  
Principals of information architecture and user interfaces.  
Principles and techniques of establishing and maintaining good internal and external public relations.  
Principles and techniques of graphics design, standards, and printing services, donor software, photography, interviewing, speech writing, editing and proofreading, and multi-media presentation development.  
Principles and techniques of public relations, marketing, fundraising, and advertising.  
Special events coordination.  
Techniques of preparing, producing, and disseminating information using all major communication media.

#### Skills and Abilities:

Analyze situations accurately, determine public relations consequences, and recommend effective course of action.  
Communicate effectively orally and in writing.  
Demonstrate sensitivity to and understanding of diverse socioeconomic, cultural, disability, and ethnic backgrounds.  
Design, modify, and evaluate multimedia, internet and video instructional packages, multimedia modules, and other instructional media.  
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Establish and maintain effective and cooperative working relationships with others.  
Establish schedules and meet deadlines.  
Evaluate the news value of campus or district activities.  
Exercise discretion and independent judgment.  
Expertise in cross-device color management, color density, saturation, hue/value, and how to manipulate them for a quality product and accurate representation of colors.  
Expertise in offset multi-color printing processes, presses, their capabilities and limitations.

Expertise of ink formulations; specialty techniques such as foil stamping, embossing, aqueous coating, and lamination; binding and folding methods.

Expertise of postal regulations for content (for adherence to nonprofit rate regulations), mailing panel placement, indicia format, and rate implications of publication sizes, weights and manner of mailing and addressing (e.g., Bulk vs. First class).

Expertise of web authoring and internet technology.

Highly skilled with Microsoft applications includes Word, Excel PowerPoint, and distance learning-related classes.

Instruct and train faculty, staff, and students on standard software applications and instructional development processes.

Photography, video, and multimedia production.

Plan a public information program.

Research and prepare administrative and financial reports; maintain records.

Technical skill sets related to information architecture and web media design and delivery for the internet; web-related marketing concepts and strategies; federal regulations for accessibility for the disabled; and new, unlighted implications for copyrights.

Train and provide work direction and guidance to others.

Write clear, concise, and effective public information materials.

Training and Experience:

Any combination of training and experience equivalent to: a Bachelor's degree with a major in Communications or related degree and two years of increasingly responsible public relations experience plus two years of increasingly responsible or technically complex fund development and two years of increasingly responsible or technically complex web design and development.

License:

Valid California driver's license.

**WORKING CONDITIONS**

Physical Requirements:

Category III, usually minimum requirements.

Environment:

Favorable, usually involves an office.