



<b>Position Title:</b>	Information Specialist		
<b>Reports To:</b>	Media Relations Director		
<b>Department:</b>	Division of College Communications	<b>Job Code:</b>	0711
<b>Prepared By/Date:</b>	Carol Flynn/01-2006	<b>Job Group:</b>	PENC
<b>Approved By/Date:</b>	Juan Mendieta/02-2006	<b>Salary Grade:</b>	14
<b>Revised:</b>	Jennife C. Brito/05-22-2009	<b>FLSA Status:</b>	Exempt

### **Summary:**

The Information Specialist generates communications materials targeted to the local and national media and other appropriate audiences by identifying, researching and preparing news releases for dissemination.

### **Essential Duties and Responsibilities:**

- Coordinates public affairs plans, programs and schedules for public relations, internal and external media services, community relations, government relations, special events and photographic services.
- Prepares new releases, pitches stories to the media, establishes contacts with individual members and decision-makers of major media outlets.
- Recommends media and communication strategies to college management and staff.
- Develops positive media relations; serves as spokesperson for the college to the media on college events and activities
- Ensures that college information being released in print, web-based and broadcast media on college events and activities
- Assists with press relations activities such as preparation of new releases and feature articles and the making of arrangements for interviews between college executives and press, radio and television representatives.
- Prepares press materials and press kits.
- Performs other related duties as assigned.

### **Knowledge, Skills and Abilities:**

- Knowledge and understanding of College organization, goals and objectives, and policies and procedures.
- Knowledge and commitment to college mission.
- Knowledge of current technological developments/trends in area of expertise.
- Excellent organizational and communication skills (both oral and written).
- Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from top management, groups of managers, clients, customers, and the general public.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to work with user communities of diverse backgrounds and skill levels.
- Ability to work in a multi-ethnic and multi-cultural environment.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

**Physical Demands:**

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

While performing the duties of this job, the employee is frequently required to stand and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The employee is occasionally required to stand and walk.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**Essential Personnel:**

Non-essential

**Minimum Requirements:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Bachelor’s degree (BA or BS) from an accredited college/university in a related field of study such as Marketing or Public Relations and five (5) years of directly related experience preferably in an academic environment.

**ACKNOWLEDGEMENT**

I have read and acknowledge receipt of a copy of my job description.

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Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name