

**TEXAS STATE TECHNICAL COLLEGE
JOB DESCRIPTION**

Title: Director of Public Information & News
Reports To: Executive Asst. to the President
Position Code: DPIN
Department: President's Office
EEO Type: PR

Effective Date: 08-05-82
Revision Date: 01-28-04
Pay Grade: G
FLSA: Exempt
ORP Elig: Y

A. General Description:

Performs highly responsible administrative and public relations duties at the college. Coordinates and directs the effective research, writing, editing, and production of printed and displayed communications media (articles, newsletters, magazines pamphlets, reports, books, and posters), and audiovisual communications media (radio, television, sound-slide presentations, and audio tapes) to convey information to various groups. Serves as primary agency liaison with informational media and their representatives. Works under general supervision with wide latitude for exercising independent judgment and initiative.

B. Duties and Responsibilities:

a. Essential Functions

Coordinates with division directors, program chairs, administrators, and executive staff who request products to obtain information regarding product's audience, use, and its overall goal.

Edits and approves conceptualized copy, design, script and/or storyboard to arrive as polished, professional finished products.

Oversees printing or duplication of materials with internal and external printing, duplication, and distribution facilities.

Conducts interviews and researches various sources to obtain information to satisfy completeness and accuracy of the content of products.

Prepares informational material for release to mass media.

Oversees the development of formats, graphics, and layout of publications.

Maintains close liaison with local and state agencies in the development of positive media relations.

Translates vague, technical or legal language into a style and vocabulary to fit a specific audience.

Supervises the preparation of displayed communications and audiovisual communications media.

b. Other Responsibilities

Performs related work as assigned.

C. Working Conditions:

Sedentary: Deskwork; occasional field trips e.g. for College or program activities. Insignificant effort other than normal movement. Minimal Hazard/Exposure: Standard office setting. At least minimal environmental controls to assure health and comfort.

D. Required Qualifications:

Considerable knowledge of Apple Computers, desk top publishing software, and operation of all types of media, their requirements for material and their approach to subject matter.

Thorough knowledge of agency policies, programs and objectives.

Skill in feature writing for publications, radio-television, and other media.

Ability to research, prepare, and direct information effectively; to exercise sound judgment in the release of information; to maintain a high degree of objectivity, diplomacy and competence, and to establish and maintain rapport with others.

E. Minimum Requirements of Education and Experience:

Bachelor Degree from an accredited four-year college or university with major course-work in journalism, public relations, communications, or a related field.

Three years of successful work experience in journalism, public relations, public information, communications, or related area, including experience in a supervisory capacity.

Approved _____
Supervisor

