

FLORIDA GATEWAY COLLEGE

Job Description

COORDINATOR - PUBLIC INFORMATION

DISTINGUISHING CHARACTERISTICS:

Duties include, but not limited to, using journalistic writing techniques for publications, web, speeches for key administrators, press releases, and advertisement in print and radio. Position also requires serving on various College committees and providing public relations and marketing support for events. Reports to and works under the direction of the Executive Director of Media and Community Information.

ESSENTIAL JOB FUNCTIONS:

(Note: The following examples of work as listed in this job descriptions are not necessarily descriptive of any one position in the classification. The omission of specific statements does not preclude management from assigning specific duties not listed herein if such duties are a logical assignment to the position.)

Design, edit, and produce brochures, catalogs, newsletters, reports, flyers, bulletins, or specialized publications.

Develop concept and layout or script of paid advertisement. Place advertisements in various media.

Assist College departments, faculty, and staff in establishing public relations, marketing, and communications programs. Monitor effectiveness of programs implemented.

Develop communication campaigns to publicize College programs and events.

Cultivate relationships with media and support the efforts of journalists covering College-related stories.

Respond to media requests, develops media pitches that support the strategic and reputation goals of the College, write and distribute news releases. Keep abreast of and proficient in use of new media, including current and emerging electronic media outlets and their preferences and opportunities.

Maintain the news sections of the College website for relevance and freshness.

Research and draft columns and feature stories.

Cover as reporter at board meetings and publish reports on deadline.

Develop outline, research, write, edit, and publish the College's employee newsletter.

Implement and monitor public information campaigns and evaluate effectiveness of publicity efforts.

Work with Executive Director on response to sensitive issues, and as needed, advise College leadership on media issues and prepare College personnel for media interviews. Assist the Executive Director in tracking and researching legislative and other timely topics, and assist in drafting issues papers.

Establish best practices for College's public relations effort and manage, direct, and oversee all public relations activities.

Develop a comprehensive, College-wide strategic Public Relations plan involving media relations, news releases and TV and radio announcements.

Act as a media spokesperson for the College, communicating information in a timely manner and is responsible for media relations under the direction of the President's office.

Serve as the College's coordinator of state and local government relations.

Aggressively seek opportunities to link Florida Gateway College to developing regional or national stories.

Develop advertising and promotional campaigns for radio and TV.

Develop contacts and relationships with community and media representatives. Exercise discretion, professionalism and creativity in communicating College issues with the public to enhance public image.

Responsible for a continuing program of donor acknowledgement, appreciation and recognition including all correspondence to donors.

Attend local civic and professional organization meetings to maintain a College presence within the community.

Assist in the determination of fiscal requirements; preparation of budget recommendations; monitoring, verifying, and reconciling expenditures of budgeted funds.

Maintain accessibility, as much as possible, via cell phone or PDA device for business purposes.

Attends trainings as assigned.

Other related duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required.)

MINIMUM QUALIFICATIONS:

KNOWLEDGE, ABILITIES AND SKILLS:

Knowledge of journalistic and feature creative writing techniques. Knowledge of layout concepts and all media formats. Knowledge of appropriate techniques for news media. Knowledge of photographic techniques. Knowledge of advertising and copyrighting techniques. Knowledge of office procedures. Ability to write for publication. Ability in verbal and written communication. Ability to work well with faculty, staff, students, news media and general public.

EDUCATION AND EXPERIENCE:

Bachelors degree in Communications, English, Journalism, Marketing plus five(5) years experience in marketing, public relations, broadcasting, business or journalism. Computer literate.

ESSENTIAL PHYSICAL SKILLS:

Acceptable eyesight (with or without correction).
Acceptable hearing (with or without hearing aid).
Ability to communicate both orally and in writing.

ENVIRONMENTAL CONDITIONS:

Works inside in an office environment.

(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals with a disability.)