Job Title: Coordinator Public Information  
Reports to: Director of Public Affairs and Marketing  
FLSA Status: Exempt  
Level: 212  
Position Class: C9922

Job Summary:
Implements and coordinates a Media Relations Program designed to further the College’s strategic goals and increase visibility among key audiences. Exercises sound judgment and demonstrates ability to recognize and place newsworthy stories. Reports to and works under the direction of the Director of Public Affairs & Marketing.

NOTE: Job descriptions and essential functions are subject to change due to advances in technology, utilization of work force, and other factors which may impact the College’s need to modify position requirements.

Essential Duties and Responsibilities:
The following listing of essential job duties indicates the general nature and level of work required in this job. This is not designed to be a comprehensive listing of all the activities, duties, or responsibilities that may be required in this job. Individuals assigned to this job may be asked to perform other duties as required. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities of the job.

Applicants may be asked to demonstrate any or all of the following duties:

1. Cultivates relationships with media and supports the efforts of journalists covering College-related stories. Responds to media requests, develops media pitches that support the strategic and reputation goals of the College, writes and distributes news releases. Keeps abreast of and proficient in use of new media, including current and emerging electronic media outlets and their preferences and opportunities.

2. Maintains the news sections of the College Web site for relevance and freshness.

3. Researches and drafts guest columns and feature stories.

4. Covers as reporter the board meetings and publishes reports on deadline.

5. Cultivates faculty and key staff to uncover story ideas that advance the College’s mission.

6. Develops outline, researches, writes, edits and publishes the College’s employee newsletter.

7. Implements and monitors public information campaigns and evaluates effectiveness of publicity efforts.

8. Works with Director on response to sensitive issues, and as needed, advises College leadership on media issues and prepares College personnel for media interviews. Assists the Director in tracking and researching legislative and other timely topics and as needed, assists Director in drafting issues papers.
9. Serves on Department’s emergency response team, including media back-up for Director.

10. Maintains the Department’s customized style guide for College publications in reference to AP Style. Assists in proofreading major publications prepared by the Department.

11. Tracks media coverage and assists the Director in preparing reports for President and others as needed.

12. Oversees and monitors media-related and announcement support activities of Public Relations Assistant.

13. Occasionally works outside the typical work day to assist media in meeting deadlines or to support the Department at special events, including graduation.

14. As directed by the Department Director, serves as official College spokesperson and performs other duties as assigned by Director.

**Job Qualifications:**
The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education/Experience:**
  Bachelor’s degree in related field (journalism, public relations, English) and five years of professional experience in media or public relations, or Master’s degree in related field and three years of experience. Experience working with news media in print, TV, radio, and/or the Web, and the ability to select the appropriate media for the message.

  Exceptional writing skills in different styles (i.e., reporting, feature writing, expository, and persuasive). Demonstrated proficiency and resourcefulness in the use of all media formats, including new media, or social media, as well as traditional print and broadcast.

  The ability to think strategically and meet challenges both independently and as part of a team and work efficiently in a moderately-to-extremely busy office environment.

- **Supervisory Experience:**
  This job has no supervisory responsibilities.

- **Language Ability:**
  Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. The ability to write, using AP style, quickly and accurately on the deadline.

- **Math Ability:**
  Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.
• **Reasoning Ability:**
  Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

• **Computer Skills:**
  To perform this job successfully, an individual should have an intermediate knowledge of word processing software; basic knowledge of spreadsheet, internet, and database software. Must be proficient with College e-mail and other College required software. The ability to use presentation and other standard communications software.

• **Certificates and Licenses:**
  No certifications needed. Membership in public relations or business communicators association preferred.

**Responsibility for People and Property:**
This position is not responsible for people or property.

**Responsibility for Communication:**

• **Internal Contacts:**
  This position has daily contact with the College President and routine contact with administrators and other staff.

• **External Contacts:**
  This position has daily contact with newspaper, radio, and television staff and frequent contact with Board of Trustee members, legislators, community and business associates, police and safety officers and the general public.

**Work Environment:**
The work environment characteristics described here are representative of those an employee encounters while performing 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 occasionally exposed to outdoor weather conditions.

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 regularly required to sit, use manual dexterity, and reach with hands and arms. The employee is frequently required to talk or hear. The employee is occasionally required to stand or walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, depth perception, color vision, depth perception and ability to adjust focus.
**General Performance Standards and Expectations:**
In addition to satisfactory performance on all of the essential job duties and responsibilities for this job, all State College of Florida, Manatee-Sarasota employees must fulfill the following basic performance expectations:

1. Knowledge of the College’s mission, purpose, and goals.

2. Customer Service: All State College of Florida, Manatee-Sarasota employees will strive to provide outstanding customer service to everyone they serve including students, the community, and fellow employees.

3. Grooming and Appearance: State College of Florida, Manatee-Sarasota employees are expected to maintain a neat and professional image at all times. When issued, College personnel must wear uniforms, and maintain a neat, clean, and well-groomed appearance.

4. Safety Awareness: State College of Florida, Manatee-Sarasota employees are expected to work diligently to maintain safe and healthful working conditions, and to adhere to proper operating practices and procedures designed to prevent injuries. Employees are required to wear personal protective equipment as provided.

5. Attendance Standards: State College of Florida, Manatee-Sarasota employees are expected to attend their work assignments and schedules at all times, in accordance with College Rules and Procedures.

6. Training: State College of Florida, Manatee-Sarasota employees are expected to attend College-provided training sessions and meetings when deemed necessary.

7. Continuous Improvement: State College of Florida, Manatee-Sarasota employees are expected to give attention to continuous assessment and improvement of the position’s assigned set of duties and responsibilities.

**Approvals:**
This job description has been reviewed and approved by the leaders whose signatures appear below.

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Coordinator, Public Information  
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