AUBURN
Human Resources

Public Info Officer, Campus Safety & Security

Job Description

JOB INFORMATION

Job Code	OC55
Job Description Title	Public Info Officer, Campus Safety & Security
Pay Grade	MC11
Range Minimum	$66,310
33rd %	$81,780
Range Midpoint	$89,520
67th %	$97,260
Range Maximum	$112,730
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	1/12/2024

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Communications Strategy

JOB SUMMARY

Reporting to the Vice President for Institutional Compliance & Security, the Public Information Officer manages division communications efforts, including strategic planning for routine and crisis communications with the public, media, and other agencies; oversees outreach to the campus community; and acts as a liaison with other departments. Serves as division Public Information Officer (PIO).

RESPONSIBILITIES

- Develops and manages the implementation of communications and outreach plans and strategies to promote the vision, mission, goals, and achievements of the Department of Campus Safety & Security. Ensures coordination across campus departments to provide consistent messaging impacting the safety of the entire campus and broader community, including during crisis situations.
- Manages the daily administration and functional duties related to communication and marketing efforts for the department, including the preparation of budgets. Oversees research and development of content on a variety of safety subjects pertinent to the campus community.
- Manages department's social media accounts and monitors social media in general for safety concerns and trends potentially impacting campus safety. Provides guidance to department leadership on responding to identified concerns and trends.
- Serves as a liaison with campus partners on the promotion of safety messaging, collaboration on outreach and training efforts, and Campus Safety & Security support of other departments' needs.
- Serves as a liaison with local, regional, and national media representatives, including but not limited to during crisis situations. Acts as department Public Information Officer (PIO).
- Provides supervision to at least one student worker in support of the department's communications and outreach efforts.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor. Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	Degree in Journalism, Communications, Marketing, Business or related field.	and	5 years of	Professional level (exempt) experience in communications and/or marketing services is required. Experience with crisis communications is desired.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communications theories, concepts, techniques, mediums, and strategies.	
Knowledge of crisis communications and social media monitoring and engagement strategies.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
	Basic Public Information Officer (PIO) certification	within 1 Year	Required	And
	Advanced or Master Public Information Officer (PIO) certification		Desired	

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting				X		
Lifting			X			Up to 25 pounds
Climbing			X			
Stooping/ Kneeling/ Crouching			X			
Reaching			X			
Talking				X		
Hearing				X		
Repetitive Motions			X			
Eye/Hand/Foot Coordination			X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:
No special vision requirements.