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## Auburn University Job Description

Job Title: **Public Information Officer** Grade MC11: \$61,700 - \$104,900  
Job Code: **OC55**  
FLSA status: Exempt  
Job Family: Marketing, Communications, & Multimedia  
Job Function: Communications Strategy

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### 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).

### Essential Functions

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

### Supervisory Responsibility

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

*The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.*

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### Minimum Required Education and Experience

	<u>Minimum</u>	<u>Focus of Education/Experience</u>
<b>Education</b>	Bachelor's Degree	Degree in Journalism, Communications, Marketing, Business or related field.
<b>Experience (yrs.)</b>	5	Professional level (exempt) experience in communications and/or marketing services is required. Experience with crisis communications is desired.

#### Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

#### Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

#### Minimum Required Knowledge

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

#### Certification or Licensure Requirements

Basic PIO certification, or ability to obtain within 12 months of employment, is required. Advanced or Master PIO certification is desired.

#### Pre-Employment Screening Requirements

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### Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Externally imposed deadlines; set and revised beyond one's control; interruptions influence priorities; difficult to anticipate nature or volume of work with certainty beyond a few days; meeting of deadlines and coordination of unrelated activities are key to position; may involve conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.

Job frequently requires sitting, talking, hearing.

Job occasionally requires standing, walking, reaching, climbing or balancing, stooping/kneeling/crouching/crawling, handling objects with hands, and lifting up to 25 pounds.

No Special Vision Requirements

Date: 1/12/2024

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