



JOB INFORMATION

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| Job Code | OC55 |
| Job Description Title | Public Info Officer, Campus Safety & Security |
| Pay Grade | MC11 |
| Range Minimum | \$64,060 |
| 33rd % | \$79,010 |
| Range Midpoint | \$86,480 |
| 67th % | \$93,950 |
| Range Maximum | \$108,900 |
| Exemption Status | Exempt |
| Approved Date: | 1/1/1900 12:00:00 AM |
| Legacy Date Last Edited | 1/12/2024 |

JOB FAMILY AND FUNCTION

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| 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.
- Performs other duties as assigned.

SUPERVISORY RESPONSIBILITIES

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

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|--|--|
| 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

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|----------------------------|-------|
| 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.