



Classified Employee Position Description

SECTION 1. POSITION INFORMATION

a. Class No./Title: 2111 - Public Info Representative 1	b. Competency Level:
c. Effective Date 4/1/2013	d. Position No: H99972
e. Working Title: Public Information Representative	f. Work Unit: Public Relations
g. Agency No.: 58018	h. Agency Name: Oregon Institute of Technology
i. Employee:	Supervisor: Bill Goloski
j. Work Location: Klamath Falls campus	
k. Position : Full Time Permanent Regular Hours	
l. FLSA: Non-Exempt	Eligible for Overtime: Yes

SECTION 2. PROGRAMMING INFORMATION

a. Describe the program in which this job exists. Include program purpose, who is affected and scope. Include relationship to institutional mission.

This position exists within the Marketing and Communication team under the Development Division. The Marketing and Communication team is responsible for developing and implementing integrated marketing and communication strategies designed to advance Oregon Institute of Technology's image and standing among its audiences.

The staff of the Office of Marketing and Communication strives to provide timely information about the events happening at Oregon Tech to students, faculty, staff, and the broader community. Along with public and media relations, the department is responsible for all advertising efforts, branding and graphic identity, printed publications, the Oregon Tech website, and all social media for the university.

b. Describe the purpose of this position and how it functions within this program by completing this statement:

This position is a member of the Marketing and Communication Department, an internal creative services team that supports traditional and social media marketing campaigns designed to promote the university and its unique programs, and events.

Under the direction of the Director of Marketing and Communication, the position of Public Information Representative I is heavily involved in preparing/writing news releases, feature articles, copy for brochures, recruitment materials, advertising, and other print and online publications. This position assists with research and gathering information, writing, and proofreading. Other major responsibilities will include advising faculty and staff regarding editorial issues in communications and marketing, coordinating and marketing stories with video, radio and format for web distribution, contribute ideas and deliverables for brand-based marketing and communication initiatives, participate in client

meetings and project brainstorming sessions.

This position will also interact frequently with the media and the public. The incumbent must be prepared to interact with the media and will serve in a back-up capacity to the Director of Marketing and Communication on media and public relations issues, including weather-related closings, press inquiries, and crisis management issues.

SECTION 3. DUTIES

a. Major Duties

1. Public Relations -- write and distribute news releases under the guidance of the Director. Maintain relationships with local and regional media. Make follow-up calls, keep media lists updated, assist with any media-related events and press conferences. Accompany the President or others who may be asked to speak to the media. Interact with media. 30%
2. Copy Writing -- write copy for print and digital media. 25%
3. Social Media -- provide authorship and apply news releases, write general info to promote programs and events and post to the university's social media sites. 15%
4. Project Management -- Assist internal clients with copy and help them understand what their needs are in terms of publications, web site, social media, event management. 10%
5. Conduct research -- Assist with conducting research for news releases, feature stories, publication copy. 10%

b. Marginal Duties

Total time spent on marginal duties is approximately 10%

1. Assist the Director of Marketing with filling out marketing surveys, including the Forbes magazine survey and the US News & World Report. 5%
2. Work within an internally developed job database -- entering jobs, updating workflow. 5%

SECTION 4. WORKING CONDITIONS

Describe special working conditions, if any, that is a regular part of the job. Include frequency of exposure to these conditions.

Working conditions would be typical of an office environment. The person in this position would sit at a computer workstation and share an office with another department employee.

Position is expected to go to meetings, get out and meet faculty and staff to become familiar with personnel and degree programs.

Position will work with the President of Oregon Tech and the vice presidents, as well as other dignitaries. Therefore, the incumbent is expected to act respectful, responsible, and assist the upper administration when called upon.

Position may have to walk to a site on campus for media interviews and may have to escort media to a location for an interview.

Possible travel to the Wilsonville campus a few times per year.

SECTION 5. GUIDELINES

a. List any established guidelines used to perform the job, such as state and federal laws or regulations, policies, manuals or desk procedures.

Person in this position must become familiar with and adhere to FERPA guidelines.

The Oregon University System/Oregon Institute of Technology and OARS.

b. How are these guidelines used to perform the job?

Person must understand FERPA rules as this office is often asked for information about students.

SECTION 6. WORK CONTACTS

With whom outside of co-workers in this work unit must this position regularly come into contact?

Who Contacted	How	Purpose	How Often
OUS Director of Communication	Phone and email	Assist Director of Marketing and Communication with reports, information gathering.	Monthly
Students	Phone, email	Proofread Tech News Daily, provide tasks for students to work on. This office often interviews students for news releases and articles. When a media person asks to interview a student, this office acts as the intermediary and assists the student with the interview and protects the student's best interest.	Daily
University Faculty and Staff	Phone, email, in person, skype, video conference	Interaction is required to obtain information regarding degree programs, services, events, etc.	Daily
Print and other vendors	Phone and email	Assist Director and Graphic Design/Publications Manager with tracking print jobs, delivery of publications.	Occasional -- maybe once or twice per term
Media personnel	Phone, email, and in person	This position will be contacted by local/regional/possibly even national media for interviews of students, faculty, administrators. Will need to develop good relationships and keep current on media contacts.	Weekly
Public/Community Members	Phone, email, in person	This position will interact with community members regarding a wide variety of topics pertaining to the university. At times, the interaction may be negative in nature. The person will need to use tact, diplomacy, and good judgment.	Weekly

SECTION 7. JOB-RELATED DECISION MAKING

Describe the kinds of decisions likely to be made by this position. Indicate the affect of these decisions where possible.

Decisions may include but are not limited to:

1. Information to share with media and/or the public. Poor judgment in this area could negatively affect the university,

compromising confidential information.

2. Information to post on the website and to social media sites must be clearly stated and accurate. Misinformation can cause confusion and compromise the Marketing and Communication Department's reputation.

SECTION 8. REVIEW OF WORK

Who reviews the work of this position? (List classification title and position number.) How? How often? Purpose of the review?

The Director of Marketing and Communication reviews the work of this position. Review of work will include making sure the incumbent is developing relationships with media (will introduce to media personnel with whom we work most often). Director will review all written materials produced by the incumbent. Director often posts to the social media sites and reads them on a weekly basis. Interaction between Director and this position will be daily.

SECTION 9. ADDITIONAL JOB-RELATED INFORMATION

Any other comments that would add to the understanding of this position:

Proficiency with Microsoft Office Suite is necessary. Familiarity with Adobe Creative Suite is desired, but not mandatory. Strong written and verbal communication skills are necessary. Familiarity with HTML/CSS a plus. Basic photography skills also a plus.