Oregon TECH

Classified Employee Position Description

SECTION 1. POSITION INFORMATION

a. Class No./Title: 2112 - Public Info Representative 2	**b. Competency Level:**
c. Effective Date 11/1/2014	**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:** Di Saunders
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 which reports to the President's Office. 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, and provides internal Marketing/Communications support to faculty and staff to advance academic programs and campus initiatives.

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, academic and departmental program support, 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 Associate Vice President of Communication and Public Affairs, the position of Public Information Representative 2 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 deliverable's for brand-based marketing and communication initiatives, participate in client meetings and project brainstorming sessions. Overall responsibility to develop and carry out a public information program for the University working with Marketing/Communication Team and other internal faculty and staff; and key responsibility to advise administrative staff and faculty regarding public information policy and procedural issues as well as crisis management duties. Additionally, the position is the primary media contact and may coordinate the work of a media relations staff including from senior management to peers, and student interns.

The Public Information Representative 2 collaborates with campus stakeholders to lead in many cases the University's efforts in publicity, press releases, media inquiries, social media, visual media, events, emergency communications, and other internal and external communications. Community events sometimes require this position to work overtime when those events are outside of normal work hours.

This position will also interact frequently with the media and the public. The Public Representative 2 is prepared to interact with the media and serves in a back-up capacity to the Associate Vice President of Communication and Public Relations on media and public relations issues, including weather-related closings, press inquiries and crisis management issues. This position is the lead on-campus contact in Klamath Falls for a variety of emergency and other critical communications functions.

This position is our "Story Teller" of student interest stories to all of our many audiences. He/she is responsible for developing story ideas about Oregon Tech and their students, faculty, associates, programs and services, as well as persuasively and eloquently telling the story of philanthropic endeavors of the organization, its student body, faculty and associates.

SECTION 3. DUTIES

a. Major Duties

1. Public Relations (30%) - As primary media contact, coordinate department or division media relations. Develop and maintain effective working relationships with the print and electronic media. Advise leadership, administrators or staff serving as spokesperson at press conferences. Arrange for public meetings to explain or promote programs, policies, or procedures. Train and coach staff and faculty to respond appropriately to media or public inquiry. Monitor all university's activity in media using public relations software (i.e., Vocus), developing standardized list of tags, keywords, and social media identifiers. Send approved press releases to PR Wire when directed. 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 the media.

2. Production (20%) - Research, writing, editing of press releases and feature stories that promote the University and its activities for print and digital media. Manage, draft and edit content for electronic and print newsletters of University, President, Student Affairs, alumni Relations, and various academic departments for assorted fliers, invitations, letters, speeches and other development publications. Draft, edit, and send daily email newsletter. Tech News Daily.

3. Social Media (15%) - Provide authorship and apply news releases, write general info to promote programs and events and post to the university's social media sites. Research social media channels, new and existing, in order to best target outreach efforts.

4. Project Management (10%) - Assist internal clients with outreach strategy and copy development and help them understand what their needs are in terms of publications, web site, social media, event management, etc.

5. Conduct Research (10%) - Conduct interviews, fact check and research for news releases, feature stories, publication copy.

6. Crisis Management (5%) - Participate in the planning, organizing, management, follow through and follow-up of University campus emergency tests, drills, and real events. Serve as press conference spokesperson. Support AVP of Communication and Public Affairs in PIO responsibilities on campus when unavailable.

b. Marginal Duties

Total time spent on marginal duties is approximately 10%

1. Develop and produce audio and visual presentations, publications and audiovisual materials.

2. Approve requests or order Marketing department supplies and equipment. Prepare, recommend and manage Marketing department budget. Serve as custodian of Marketing department procurement card. Compile and enter Marketing department invoices, JV's, and payroll.

3. Develop information strategies to stimulate public or staff awareness, understanding and support for programs, policies and procedures.

4. Manage and complete marketing surveys and rankings, including the Forbes magazine survey, US News and World Report, military affairs, and various accolade surveys. Analyze and evaluate value of reports and listing which feature the University, and make recommendations for their use.

5. Work within an internally developed job database - entering jobs, updating workflow.

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, Board of Trustees, 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.

Position is expected to be prepared to handle high-stress crisis communication situations.

Possible travel to the Wilsonville campus a few times per year, and possible travel to external and/or out-of-state conferences annually or biennially.

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
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.	Occaisional -- 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 AVP of Communication and Public Affairs 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). AVP will review all written materials produced by the incumbent. AVP often posts to the social media sites and reads them on a weekly basis. Interaction between AVP and this position will be daily.

SECTION 9. ADDITIONAL JOB-RELATED INFORMATION

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

Employee reports to, and receives assignments from an Associate Vice President of Communication and Public Affairs. Within general supervision, the employee develops and implements specific program assignments. Administrative staff and management consult upon request. Work products must comply with State law and rules; department or division rules, policies and procedures; and the norms and standards applicable to information materials production.

Photography/video skills are also essential. Excellent time management skills, team work skills, outstanding written, oral and interpersonal communication skills desirable as well as flexibility for evening and/or weekend assignments. Proficiency with Microsoft Word, Excel, PowerPoint, Publisher and Photoshop.