

Coordinator, Senior Public Information & Media

FLSA Status: Exempt

Pay Grade: 18

Job Title ID: 102024

Job Series/Job Family: President's Series / Public Information/Marketing/Publications Family

Reports To

Department Head, Supervisor, or designee

Job Purpose

To increase the positive visibility and image of Austin Community College through the development and implementation of a comprehensive community outreach and media relations strategy.

Description of Duties and Tasks

Essential duties and responsibilities include the following. Other duties may be assigned.

Required

1. Develops and implement strategic communications and media action plans to strengthen ACC's presence in local, state, and national media.
2. Writes and edits news releases and news stories.
3. Identifies newsworthy topics, develops supporting materials and content, targets the appropriate media outlets and journalists, and pitches those stories to generate coverage.
4. Cultivates strong relationships with journalists on behalf of ACC, provides rapid response to media requests, arranges and conducts news conferences, and coordinates other media opportunities (interviews, appearances, etc.).
5. Serves as a point person with the news media on a daily basis, as well as during college emergencies, which may include (but are not limited to) weather events, police incidents, and other institutional crises.
6. Coordinates the college response to Public Information Act requests and serves as liaison between requestors and college departments and attorneys.
7. Collaborates with social media coordinator to develop and execute a strategy to build and cultivate media engagement.
8. Provides media training and other services as needed.
9. Monitors and measures media mentions. Defines benchmarks and metrics to measure effectiveness of media coverage.
10. Develops and maintains an expert speakers bureau for media and community outreach.
11. Develops and regularly updates external PR-related webpages and print materials.
12. Assists executive director with creating and implementing public relations initiatives that include, but are not limited to, speaking engagements, community presentations, and public relations (PR) materials.

Knowledge

Must possess required knowledge and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- Mastery knowledge of reporting, interviewing, and editing principles, practices, and techniques.
- Solid understanding of public relations planning and best practices.
- Awareness of community college's role in higher education.
- Familiarity with federal and state laws impacting college communications. Includes the Texas Public Information Act, Federal Educational Rights and Privacy Act, and the Jeanne Clery Disclosure of Campus

Security Policy and Campus Crime Statistics Act.

Skills

Must possess required skills and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- Ability to produce high quality work in a fast-paced environment while managing multiple projects and deadlines.
- Excellent writer/editor across a variety of media (news releases, talking points, print publications, web, social, etc.)
- Demonstrated ability to respond quickly and effectively to a variety of situations.
- Highly effective project management, prioritization, multi-tasking and time management skills.
- Ability to remain calm and clear thinking under stressful circumstances.
- Ability to present complex matters in a clear, concise way.
- Ability to have credible, positive personal impact with media representatives and at the college's senior management level.
- Ability to maintain confidentiality of work-related information and materials.
- A high degree of tact, discretion, diplomacy, and people skills with a demonstrated ability to interact effectively with all levels of the college.
- Effective public speaking skills.
- Maintaining an established work schedule, including some evenings and weekends.
- Effectively using organization skills with follow-through.

Computer Skills

Required

- Demonstrated proficiency using standard office software applications. Demonstrated proficiency using common social media applications.

Physical Requirements

Required

- Work is performed primarily in a standard office environment.
- Work requires occasional travel within the Central Texas area.
- Subject to standing, walking, sitting, bending, reaching, kneeling, pushing and pulling.
- Occasional lifting of objects up to 10 pounds

Work Experience

Required

- Three (3) years work experience in print, broadcast, web-based communications, media relations, public relations, and/or other related work experience.

Preferred

- Experience in higher education marketing or public relations.
- Demonstrated experience pitching and placing stories.
- Background in daily TV news, print, or online journalism environment.

Education

Required

- Bachelor's degree.

Preferred

- Bachelor's degree with a concentration in communications-related areas, marketing, public relations, or

behavioral sciences.

Other
Required

- Reliable transportation for Central Texas travel.

Safety
Required

- Work safely and follow safety rules. Report unsafe working conditions and behavior. Take reasonable and prudent actions to prevent others from engaging in unsafe practices.