



**University of Texas at El Paso
Job Description**

Job Code: 8679
Job Title: Public Information Officer
Department: University Communications
Reports To: In accordance with specific departmental policies
FLSA Status: Exempt
Prepared By: Human Resource Services
Creation / Revision Date: December 13, 2010

Summary: Prepares and disseminates factual information for release to news media.

Note: The primary accountabilities below are intended to describe the general content of and requirements of this position and are not intended to be an exhaustive statement of duties. Incumbents may perform all or some of the primary accountabilities listed below. Specific tasks or responsibilities will be documented in the incumbents' performance objectives as outlined by the incumbents' immediate supervisor or manager. This position is security-sensitive and subject to Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. Must possess a valid driver's license issued by the State where the applicant resides and must be insurable as defined in the UT System BPM 16-05-02, as applicable to the performance of essential duties and responsibilities of the position.

Statement of Duties and Responsibilities:

Prepares and advises on writing and release of press notices, public service announcements, articles, television and radio programs, special features, and annual reports, and ensures that they are edited and distributed.

Oversees dissemination of informational programs and materials about the university.

Tracks and reports university coverage; communicates university news to requested/required media.

Monitors and analyzes programs and activities at the university and assists in developing appropriate strategies for publicizing them to the news media; advises staff in planning news and educational items.

Prepares and edits speeches, articles, and scripts.

Designs and supplies media with information and photographs.

Responds to general information inquiries about university activities.

Attends all media events for the university and schedules news conferences as requested or required.

May plan layout, design, illustration, production, color selection, and ink and paper selection for artwork masters.

Works under general supervision with moderate latitude for the use of initiative and independent judgment.

Scans the environment for new writing trends and styles which allow the college to remain at the cutting edge of communications content and strategy

Knowledge of all Microsoft Office software and able to learn and use institutional software systems.

Complies with all State and University policies.

Other duties may be assigned.

Supervisory Responsibilities: No supervisory responsibilities.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Minimum Education required: Bachelors degree from four year college or university within area of assigned responsibility.



Minimum Experience required: Up to five years of related experience to the statement of duties and responsibilities; or equivalent combination of education and experience.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand; walk; sit, use hands to feel; reach with hands and arms; and talk or hear. The employee is occasionally required to climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and move up to 25 pounds.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to outdoor weather conditions. The noise level in the work environment is usually quiet to moderate.