BERGEN COMMUNITY COLLEGE

JOB DESCRIPTION

TITLE: Public Information Assistant

DEPARTMENT: Public Relations/Human Resources

FUNCTION: Provides College promotional information to the community. Assists with alumni membership drives, special events and publications.

REPORTS TO: Managing Director of Public Relations

SUPERVISES: N/A

MAJOR RESPONSIBILITIES:

Responsibilities include but are not limited to:

1. Prepares and edits College news releases and announcements for credit and non-credit programs.
2. Serves as an editorial professional capable of writing and editing copy for myriad projects including news releases, advertisements, brochures, newsletters, posters, flyers, scripts, speeches, webpages and eblasts.
3. Serves as a liaison to members of the media with respect to distributing news and photo releases and pitching story ideas with the intent of securing news coverage.
4. Performs social media monitoring and administration, television script writing, editing, production and hosting and photography coverage.
5. Prepares specifications for ads, manages advertising traffic with representatives from various media, and keeps a yearly master schedule of ads.
6. Performs additional tasks or duties as assigned by the Managing Director of Public Relations or other designated management.

MINIMUM QUALIFICATIONS:

Knowledge, Skills and Abilities: Demonstrates understanding of the community college mission and practices an open door policy. Has basic proficiency in the use of the Microsoft Office suite. Exhibits strong skills in:

- Communication
- Customer and Student Focus
- Building Relationships
- Organizing
• Planning

**Education:** Bachelor’s Degree in Journalism or Communications is required.

**Experience:** Minimum of 1 year of experience in public relations or communications field is required; experience in an academic setting a plus

_Bergen Community College is an equal opportunity employer and does not discriminate on the basis of race, color, religion, age, sex, national origin, disability, or veteran status._

Submitted by: _____________________ Date: ____________
Name/Title

Approved by: _____________________ Date: ____________
Name/Title

Reviewed by: _____________________ Date: ____________
Human Resources

Board Approval: _____________________ Date: ____________
Board Member

**THE COLLEGE RESERVES THE RIGHT TO MODIFY JOB DESCRIPTIONS AT ANY TIME WITH OR WITHOUT NOTICE**