JOB TITLE: Public Information Officer  
DEPARTMENT: Advancement  
SUPERVISOR: VP for University Advancement

MAJOR PURPOSE:
To serve as the primary university liaison to print and broadcast media; oversee writing and dissemination of press releases to media, campus community and to the university website; supervise contract and student writers; serve as member of communications team to prioritize prospective stories.

PERFORMANCE MEASUREMENTS

Media Relations
1. Identify, write and pitch news stories and press releases to media that advance the university’s marketing goals.
2. Serve as a primary liaison with print and broadcast new reporters. Identify and update reporters’ contact information for news media distribution lists.
3. Maintain events calendar and send to media and various constituencies weekly and monthly.
4. Oversee schedule of posting news releases and spotlight news items to WJU’s website.
5. Maintain the university expertise directory for use in promoting faculty as expert sources to media.
6. Assign and edit news stories for student writers.
7. Work closely with contracted media relations firm in production of overall plan for university exposure through various media and public relation mediums.
8. Seek out and identify prospective stories of interest from campus and work with university communications team (Asst. Director of University Fund, Webmaster, PR firm) to prioritize distribution.

Writing/Editing
1. Serve as the second editor on all university publications and electronic media content.
2. Write articles and help with final proofing for The Broadcaster, Athletic Media Guide, and other major university publications.
3. Hire, train, supervise and schedule student writers.
4. Provide assistance with campus photography services, in coordination with communications team, to update photo archive and photograph campus events.

Athletic Media Relations (in coordination with university Athletic Director and coaches)
1. Work with coaches to train and supervise student/volunteer statistical crew in recording and distributing statistical information for athletic teams.
2. Establish regular procedure for statistics to be recorded and distributed to appropriate media, university website, and other publications.
3. Oversee the production and coordination of the WJU Media Guide, game programs for home events, and fall and spring pocket schedules.
4. Coordinate athletic department photography (with use of student photographers) of games, teams, and personnel.
5. Provide collegiate sports information (special interest stories) to media, various sports associations, as well as WJU community and website.
6. Assist the Athletic Director and team coaches in:
   a. Working with conference SID and the NAIA, reporting statistics, and nominating recognition of coaches and student-athletes.
   b. The accommodation of press at home athletic events and in the preparation of press kits for local media and guests.
   c. The recording and distribution of statistical information for athletic teams.
d. The maintenance of WJU athletic website and information provided there within.

QUALIFICATIONS

EDUCATION/CERTIFICATIONS:
• Bachelor’s degree, preferably in journalism, public relations, English or related field

REQUIRED KNOWLEDGE:
• Basic understanding/knowledge of news-media process
• Experience in higher education and collegiate athletics a plus

SKILLS/ABILITIES:
• A strong and visible Christian faith
• Excellent writing and editing skills
• Understanding of the role of photography and graphics in print and electronic communications
• Demonstrated ability to professionally represent the University through excellent communication skills, both written and oral
• Ability to handle multiple projects in a fast-paced and busy environment
• Demonstrated ability to program work flow and coordinate often complex schedules of others
• Good judgment, high energy, a positive attitude and good sense of humor are essential
• Flexibility to work evenings and weekends
• Regularly exercises discretion and independent judgment with minimal supervision

WORKING ENVIRONMENT:
The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principals. All employees of the University are expected to firmly support without reservations the William Jessup University doctrinal statement of personal Christian faith. This is a 44-week, full time position.

WORKING CONDITIONS:
The employee is regularly in a typical office environment with adequate light and moderate noise levels. No hazardous or significantly unpleasant conditions. Air-conditioned buildings; tile, concrete and carpeted floors; adjustable workstation with ergonomic keyboard is provided.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:
While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 40 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that if I have any physical limitations or require any reasonable accommodations in order to perform my job, I must immediately inform administration.

____________________________________  ____________________
Employee Signature                      Date