Public Information Specialist

Job Code 00001248

General Description
Responsible for communicating the message of Texas State to external and internal audiences through multiple media.

Examples of Duties
Write news and feature articles, calendar items and media advisories.
Lay out and print the Currents.
Write for various publications.
Prepare proclamations, announcements and proposals.
Assist in public relations counseling.
Respond to media inquiries.
Cover special events and organize press conferences.
Assist in distributing photographs to media.
Develop advertising copy and design ideas.
Assist visiting media.
Create and maintain database of experts for media inquiries.
Proofread copy for errors.
Perform other duties as assigned.

Knowledge, Skills, and Abilities
Knowledge of: Photography equipment; university, local, state and federal regulations pertaining to public information; current events; public relations techniques.

Skill in: Creative and journalistic writing; working as a team member and dealing effectively with others.

Ability to: Perform basic math; explain, describe, communicate and persuade; use recording equipment and cameras; use the internet; work under pressure.

Experience and Education
To qualify for this classification, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills, and abilities.

Other Requirements