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**