

South Texas College

Job Announcement 2021-5045

Title: Public Relations Specialist (Part-time Temporary)

Dept: Public Relations/Marketing

Reports to: Director of Public Relations and Marketing

Pay Grade: Part-time

Salary Range: Minimum \$13.94/Hour

Campus: Pecan

FLSA Status: Non-Exempt/Hourly

General Statement of Job

The Public Relations Specialist is responsible for moderating communications between the College and various media outlets such as newspapers, radio broadcasts and television stations. The Public Relations Specialist writes, edits, and assists with the development and execution of a wide range of editorial projects for external and internal audiences.

Specific Duties and Responsibilities

Essential Functions:

1. Responsible for the development and execution of a wide range of editorial projects for external and internal audiences.
2. Writes and edits for recurring publications and electronic news distribution.
3. Counsels internal clients on editorial matters.
4. Accepts assignments on a wide range of topics from Coordinator, and also develops own story ideas based on in-depth knowledge of the College and as a result of personal contacts developed through the College.
5. Discusses story ideas with managers and determines scope, deadlines, word counts and photo or other graphic possibilities.
6. Submits stories that are well-researched and well-reported, grammatically and factually sound, clearly written and interesting to read, conform to AP style, are balanced in viewpoint and that follow standards of excellent journalism.
7. Writes and distributes press releases to appropriate media outlets.
8. Pitches stories to news media as assigned.
9. Performs other duties as assigned.

Required Education and Experience

1. Bachelor's Degree in Journalism, Communication Arts or related field required.
2. At least two (2) years of professional experience in publication production, writing and editing, preferred.
3. Experience with media relations in an educational setting, preferred.

Required Knowledge, Skills and Abilities

1. Excellent oral, written and interpersonal communication skills.

Public Relations Specialist

2. Strong computer skills with knowledge of Microsoft Office including, but not limited to, Word, Excel, PowerPoint, and Outlook, the Windows environment, and internet research skills.
3. Familiarity with pitching stories to news media.
4. Ability to identify and pursue stories that adhere to strategic priorities.
5. Ability to prioritize, organize, and complete multiple tasks with attention to detail, within stated deadlines.
6. Ability to work evenings and/or weekends as needed.
7. Demonstrated ability to interact effectively with a diverse multi-cultural college population.
8. Demonstrated commitment to achieving the vision and mission of South Texas College.
9. Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
10. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Checks, Certificates, Licenses, and Registrations

1. Security Sensitive position: All applicants are subject to a criminal background check under South Texas College policy.

Physical Requirements

1. Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
2. Bending the body downward and forward by bending leg and spine.
3. Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.
4. Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
5. Applying pressure to an object with the fingers and palm.
6. Perceiving the nature of sounds at normal speaking levels with or without correction.
7. Ability to receive detailed information through oral communication, and to make the discrimination in sound.
8. Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Occurs to a considerable degree and requires substantial use of upper extremities and back muscles.
9. Ability to make rational decisions through sound logic and deductive processes.
10. Expressing or exchanging ideas by means of the spoken word including the ability to convey detailed or important spoken instructions to other workers accurately and concisely.
11. Standing particularly for sustained periods of time.
12. Bending body downward and forward by bending spine at the waist. Occurs to a considerable degree and requires full motion of the lower extremities and back muscles.
13. Close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; and/or extensive reading.
14. Mobility to accomplish tasks, particularly for long distances.

The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

HOW TO APPLY: Submit a South Texas College application, letter of intent, resume, and copies of transcripts (official transcripts required if hired) to:

**SOUTH TEXAS COLLEGE
OFFICE OF HUMAN RESOURCES
2501 W. Pecan Blvd.**

South Texas College is an equal education and equal employment opportunity/affirmative action employer. South Texas College does not discriminate or tolerate discrimination against any employee, applicant for employment, student, or applicant for admission on the basis of race, color, national origin, ethnicity, religion, age, sex, sexual orientation, gender, gender identity, gender expression, pregnancy, parental status, disabilities, genetic information, veteran status, or any other protected category under applicable local, state, or federal law. Conduct that excludes participation, denies benefits or subjects others to discrimination is prohibited. The College complies with all applicable policies and state and federal legislation in order to combat discrimination.