

EDITORIAL ASSISTANT

DEFINITION

Performs a variety of data gathering, proofreading and paste-up duties, and prepares and writes material for publication and/or dissemination as required.

DISTINGUISHING CHARACTERISTICS

An Editorial Assistant assists the staff of the Public Information Office in collecting information, proofreading, filing, mailing, and writing material for dissemination.

A Public Information Officer provides assistance to District personnel regarding public relations procedures and techniques, gathers and prepares material for dissemination, and designs, lays out, writes and edits material for publication.

SUPERVISION RECEIVED AND EXERCISED

Supervision is provided by the Public Information Officer.

May provide work direction to student workers.

EXAMPLES OF DUTIES

Gathers information for news releases, monthly calendar, mailings, local newspaper columns, and other projects.

Writes media alerts, calendar items, and other material as assigned.

Contacts the public, students and staff and disseminates information. May be required to contact the media in the absence of the Public Information Officer.

Proofreads typeset copy, pastes-up publication material, organizes and operates the Speakers Bureau.

Takes photographs for news items.

Enters data to maintain current information in shared database.

Files, types, does large mailings, and orders office supplies.

Provides work direction and training to student workers.

Verifies time sheets for student workers.

Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

Public relations principles and practices.

News gathering methods.

QUALIFICATIONS (continued)

Proofreading marks.

Basic photography.

Modern office equipment.

Ability to:

Produce calendar items and other material in the appropriate format.

Proofread copy and layout material.

Use good English grammar, both written and spoken.

Gather and organize information for dissemination.

Establish good relationships with the public, students and District personnel.

Train and provide work direction to others.

EMPLOYMENT STANDARDS

Minimum Qualifications:

One year of paid, full-time experience in public relations or related communications media.

OR

Successful completion of two years of college courses equivalent to an Associate's degree from an accredited college or university with emphasis on Journalism and related subjects.

OR

Any combination of training and experience which would produce the required knowledge and skills.

Special:

Possession of or ability to obtain a Class 3 California driver license.