



TVCC is a comprehensive community college dedicated to promoting student success.

RECRUITMENT ANNOUNCEMENT

Public Information Officer

PAY - \$65,000-\$75,000 (doe)

JOB TYPE - Full-time (exempt)

DEADLINE - First review 4/28/25
(will remain open until filled)

LOCATION - Ontario, Oregon

DEPARTMENT - President's Office

REPORTS TO - President

Come work for us! Working for TVCC comes with many exciting benefits. With 11 annual paid holidays, Friday's off in the summer, Christmas break for all employees, generous vacation and sick leave along with a great selection of medical, dental and vision plans to choose from (for eligible employees and their dependents), retirement benefit (for eligible employees) and much more, choosing to work for TVCC will be a great step in your career. We invite you to apply and experience the benefits of a thriving community college that values each employees' contributions to its success!

A little about us... TVCC welcomes you to Ontario - where Oregon begins! TVCC was founded in 1962 and is located on a 90-acre campus near the center of Ontario, Oregon. TVCC currently employs around 150 full-time faculty and staff. TVCC's campuses and centers extend to several locations throughout Oregon and Idaho: Caldwell (Idaho), Burns (Oregon), Snake River Correctional Institution, Warner Creek Correctional Facility, Eastern Oregon Correctional Institute, Powder River Correctional Facility, and Two Rivers Correctional Institution. Ontario is an agriculturally based city of over 11,000 people, with a service area population of over 60,000. Ontario is situated in the Treasure Valley and located about 60 miles west of Boise, Idaho. The Treasure Valley offers many outdoor opportunities for the entire family, including fishing, boating, hunting, camping, skiing and sightseeing.

PURPOSE: The Public Information Officer (PIO) serves as the primary spokesperson for Treasure Valley Community College, leading strategic communications to enhance the College's public image and engagement. The PIO makes contact with the media on newsworthy items and acts as a liaison between news media and college staff.

Reporting to the President, the PIO works closely with the administrative team and cross-functional departments to develop and implement proactive media relations, crisis communication, and public outreach strategies. This role is responsible for crafting and disseminating key messages that highlight TVCC's mission, achievements, programs, and initiatives, ensuring clear, consistent, and effective communication with the press, community stakeholders, and the general public.

QUALIFICATIONS

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Communications, Public Relations, Journalism, or a related field
- Minimum of five years of experience in public relations, communications, or a directly related role
- Demonstrated experience leading strategic communication efforts, including media relations and crisis communication
- Strong writing, editing, and storytelling skills with experience crafting press releases, speeches, and executive messaging
- Experience managing media inquiries, securing press coverage, and maintaining relationships with journalists and community stakeholders
- Proven ability to work collaboratively with cross-functional teams and senior leadership

PREFERRED QUALIFICATIONS:

- Master's degree in Communications, Public Relations, Journalism, or a related field
- Previous experience in higher education communications or public affairs
- Familiarity with government relations, policy communications, or advocacy initiatives
- Experience developing and executing internal communication strategies for large organizations

ESSENTIAL FUNCTIONS

- **Public & Media Relations:** Develop and maintain strong relationships with local, regional media to effectively share the college's story. Draft and distribute press releases, coordinate media interviews, and secure placements that highlight the college's programs, achievements, and initiatives. Proactively identify opportunities for positive media coverage and ensure consistent messaging that aligns with the college's mission and strategic goals.
- **Crisis Communications:** Develop and implement crisis communication strategies to ensure timely, accurate, and transparent messaging during emergencies or sensitive situations. Prepare contingency plans and response protocols to address potential issues proactively. Monitor public sentiment and media coverage to manage reputation and mitigate risks. Coordinate with leadership and key stakeholders to craft clear, consistent messaging that upholds the college's integrity and public trust. Serve as the primary point of contact for media inquiries during crises, ensuring a swift and strategic response.
- **Speechwriting & Thought Leadership:** Craft compelling speeches, op-eds, and messaging for the President and key leaders to effectively communicate the college's vision, priorities, and achievements. Develop thought leadership pieces that position the college as a vital contributor to education, workforce development, and community growth. Use storytelling to engage diverse audiences, highlighting student success, faculty expertise, and institutional impact. Align messaging with strategic goals to strengthen community connections and enhance the college's public presence.
- **Internal Communications:** Support executive communications, internal reports, and key updates to ensure alignment with institutional goals and priorities. Support leadership in delivering messages that foster transparency, collaboration, and a strong college community.

- **Professional Development:** Stay current on industry standards and innovation through a commitment to ongoing professional development in the fields of PR and communications and issues affecting higher education.
- Other duties as may be assigned.

TERMS OF EMPLOYMENT

This is a full-time, Professional, exempt position.

BENEFITS

Benefits include medical insurance for employee and eligible dependents, Oregon retirement plan as well as 160 hours of annual vacation leave, 16 hours of annual personal leave and 8 hours per month of sick leave accrual.

APPLICATION PROCEDURE

A complete application file consists of the following:

- A letter of interest stating how you are qualified to perform the duties of the position.
- A resume
- College transcripts, if any (copies are acceptable at this time)
- A TVCC application for employment. A pdf fillable application may be downloaded at www.tvcc.cc/hr/jobs.cfm
- If applicable, a completed DD Form 214 in order to establish veteran preference per OAR 839-006-0445 and OAR 839-006-0450(3)

APPLICATION SUBMISSION: All application materials should be submitted or mailed to: HR@tvcc.cc or Human Resources, Treasure Valley Community College, 650 College Boulevard, Ontario, OR 97914.

TREASURE VALLEY COMMUNITY COLLEGE IS AN EQUAL OPPORTUNITY EDUCATOR AND EMPLOYER

It is the policy of the Treasure Valley Community College Board of Education and the College that there will be no discrimination or harassment on the basis of race, color, sex, marital status, sexual orientation, gender identity, religion, national origin, age or disability in any educational programs, activities or employment. Lack of English language skills will not be a barrier to admission and participation in career and technical education programs. Persons having questions about equal opportunity and non-discrimination should contact the Human Resources Director located in the Performing Arts Center on the south side of the Four Rivers Cultural Center building, or call (541) 881-5838 or TDD (541) 881-2723.

Es la póliza de la Junta de Educación de "Treasure Valley Community College" que no habrá tolerancia a la discriminación ni acoso por motivos de raza, color de piel, género, estado civil, orientación sexual, identidad de género, religión, nacionalidad, edad o discapacidad en cualquier actividad relacionada al estudio, o empleo. La falta de habilidades en el idioma inglés no será barrera para la admisión y ser participe en programas de carreras técnicas y profesional. Individuos que tengan preguntas sobre oportunidades y no discriminación deben ponerse en contacto con el Director de Recursos Humanos ubicados en el "Performing Arts Center" en el lado sur del edificio "Four Rivers Cultural Center". Teléfono (541) 881-5838 o TDD (541) 881-2723.