

INFORMATION OFFICER

Nature of the work

The information officer is a professional whose occupation includes, in particular, the development and establishment of communication and publicity policies and programs aimed at students, parents and the population concerned with the activities of the institution; to do so he uses various media and modes of information.

The information officer is also directly concerned with the publications of the institution: brochures, activity reports, briefs, etc.

Required qualifications

A bachelor's degree with a specialization appropriate to the employment such as:

- journalism;
- communications.

Some characteristic functions

The information officer chooses, gathers, and on occasion consolidates or adapts information with a view to presenting it to a specific group of people, using various techniques. He establishes channels of communication with the various departments of the college in order to keep abreast of their activities. He draws up and revises the brochures, the communiqués and the information and publicity documents dealing with these activities and intended for personnel, students, parents, the press or specific socio-economic groups.

He may be called upon to prepare conference and lecture texts for the college's management.

He may be called upon to develop and coordinate the public relations activities of the college.

He may also be responsible for the organization and management of a documentation centre comprising newspaper clippings and magazine articles of interest to the college.