

COMMUNICATIONS SPECIALIST

CLASS SUMMARY

Under general direction, responsible for promoting and coordinating college communications strategies both internally and externally through effective communication and public relations strategies. Supports college's public relations and marketing efforts, providing counsel on strategies and tactics to the public affairs department director and college constituents.

REPRESENTATIVE DUTIES

Develop and implement public relations strategies/campaigns to promote the college on state and local levels; Research and analyze information through meetings and interviews for the development and distribution of various publications; write, edit and develop production timelines for brochures, newsletters and advertising; Prepare, write and distribute press materials concerning colleges to newspapers, radio and television outlets; interview faculty, staff, students and administrators as needed for publicity and promotional purposes; arrange for photography for publications and special events; write copy for brochures and speeches; coordinate the production and distribution of special publications and other communications vehicles; plan and direct promotional events designed to attract attention to the college or its services; responsible for coordination and oversight of college web content; coordinate information and photographs to create web pages and update existing ones; develop marketing and advertising strategies for specific programs and services on campus; cultivate and maintain effective working relationships with media representatives and community organizations to ensure positive coverage of the district; assist in the marketing planning process and with the production of specific marketing communications materials such as advertising or direct mail.

ORGANIZATIONAL RELATIONSHIPS

This position reports to the designated manager of the public affairs and governmental relations department. In addition, the position has an informal reporting relationship with the college president.

DESIRABLE QUALIFICATION GUIDE

Training and Experience

Bachelor's degree in communications, journalism or related field and three years writing/editorial experience. Experience in marketing is desirable.

COMMUNICATIONS SPECIALIST CONT'D

Knowledge and Abilities

Knowledgeable in the tactics of media relations with strong written and verbal communication skills; familiar with principles of communications and media operations; English composition, Associated Press Style and editing; marketing strategy, audience segmentation and targeting techniques. Knowledge of word processing; desktop publishing, news-writing and editing.

Ability to research, interview, write and edit copy for informational and persuasive purposes; manage projects to produce various communication vehicles; work effectively with media representatives, employees and students; provide information to others within stated or implied bounds of district policy; function effectively under pressure and time constraints.

Skills: Computer literacy is essential as is the ability to manage multiple projects in a timely manner. Strong interpersonal skills.

License: A valid California Motor Vehicle Operator's license.