

VICTOR VALLEY COMMUNITY COLLEGE DISTRICT

CLASS TITLE: PUBLIC RELATIONS AND MARKETING COORDINATOR

BASIC FUNCTION:

Under the direction of an area administrator, coordinate the college's media relations program and marketing initiatives, produce publications and organize special events; perform a variety of professional-level staff work related to the establishment and implementation of public and internal information services and programs that will increase public awareness and enhance the image of the college; supervise the work of assigned clerical personnel.

REPRESENTATIVE DUTIES:

Establish and maintain effective working relationships with representatives of local communications media and with community and campus organizations and representatives. *E*

Coordinate and implement marketing initiatives designed to attract students and generate community support for the college endeavors. *E*

Identify marketing opportunities and develop promotional campaign budgets, themes and schedules; develop cost analysis for assigned marketing and promotional projects and recommend project scheduling priorities. *E*

Collect, develop and organize information for dissemination to district and community groups through a variety of media including radio, television, newspapers, magazines, online networks, podcasts, email, web pages and social media. *E*

Gather information and write news stories, feature articles, special articles, scripts and reports, which describe and highlight college activities including educational opportunities, accomplishments, athletics, recreation and theater arts media. *E*

Assist representatives of the community and news media in obtaining information and materials regarding activities and programs for the community. *E*

Design and layout materials for magazines, brochures and other publications. *E*

Edit and revise materials for publication. *E*

Coordinate publication activities by obtaining bids, planning and maintaining production schedules, proofreading galleys, resolving production problems and ensuring specifications have been met. *E*

May represent the college at internal and external events serving as the spokesperson on designated public relations matters. *E*

Attend various administrative meetings to gather information and identify publicity goals for the college. *E*

Monitor news flow for effectiveness and efficiency. *E*

Arrange news conferences, ceremonies, meetings and itineraries for district officials and official visitors. *E*

Plan, coordinate, schedule and publicize district and community public relations and marketing events. *E*

Take photographs of special events. *E*

Supervise clerical and student employees. *E*

Assist with updating and maintaining content on web pages, social media and mobile devices. *E*

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles and techniques of public relations, promotion, publicity, marketing and advertising

Methods and techniques of writing, composition, layout and production for mass media

Newspaper, radio, television, online networks and other communications media resources

Activities and interests of community groups, professional organizations, employee associations and the associated student organizations

World Wide Web and Internet social media environments

Equipment processes and materials used in printing industry

Radio and television production techniques

Fundamentals, processes and materials used in photography

Goals, objectives and functions of public information programs

Capabilities of computer applications, systems and hardware used in the field of public relations

ABILITY TO:

Establish and maintain positive relations with college personnel, representatives of the community and communications media

Communicate effectively both orally and in writing

Obtain, organize and develop information material for audiences of varied interests

Exercise judgment in the release of information and materials to the public and communications media

Write and edit news releases, articles, reports and speeches for distribution through appropriate communications media

Plan, schedule and publicize public relations and marketing events

Effectively utilize computer equipment and software in the performance of duties, including desktop publishing (Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Microsoft Office Publisher or similar software)

Recognize and be able to photograph situations which have news value

Plan, organize and coordinate assignments independently

Learn specialized computer application

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in journalism, public relations, communications, marketing or related field from an accredited institution **AND** two years of full-time experience in public relations, advertising, reporting, feature writing, and/or other writing for publications.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license; access to an automobile.

WORKING CONDITIONS:

Office environment; position requires dexterity of hands and fingers to operate computer keyboard; changing priorities and frequent interruptions.