



Approved by the Board of Trustees on August 9, 2022, January 10, 2023
FLSA: Exempt

PUBLIC RELATIONS AND MARKETING COORDINATOR

DEFINITION

Under direction, plans, organizes, coordinates, and performs specialized duties in support of the District's marketing and public relations initiatives and programs; organizes and coordinates special events; creates and develops a wide variety of printed communications materials; provides complex and responsible support to management in areas of expertise; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the assigned supervisory management personnel. Exercises no direct supervision over staff.

CLASS CHARACTERISTICS

This classification is responsible for independently coordinating the District's marketing and public relations programs with responsibility for implementing the program's goals and objectives. Positions in this classification rely on experience and use considerable discretion and independent judgment to ensure the program's efficient and effective service delivery. Assignments are given with general guidelines and incumbents are responsible for establishing objectives, timelines, and methods to deliver program services. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Coordinates, implements, and monitors the daily activities of the District's public relations and marketing programs and initiatives designed to attract students and generate community support for the District's endeavors.
- Identifies marketing opportunities and develops promotional campaign budgets, themes and schedules; develops cost analysis for assigned marketing and promotional projects and recommends project scheduling priorities.
- Collects, develops and organizes 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; assists with updating and maintaining content on web pages, social media and mobile devices.
- Gathers information and writes 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; monitors news flow for effectiveness of media communications.
- Assists representatives of the community and news media in obtaining information and materials on District activities and programs.
- Designs and lays out materials for magazines, brochures and other publications; edits and revises materials for publication.
- Coordinates publication activities by obtaining bids, planning and maintaining production schedules,

- proofreading galleys, resolving production problems and ensuring specifications have been met.
- Arranges news conferences, ceremonies, meetings and itineraries for District officials and official visitors.
- Plans, coordinates, schedules and publicizes District and community public relations and marketing events; takes photographs at special events.
- Attends various administrative meetings to gather information and identify publicity goals for the college.
- Stays abreast and researches new and emerging trends and innovations in marketing and public relations.
- Prepares business documents and reports; researches, compiles, and organizes information and data for specialized reports; and presents report findings.
- Creates and organizes program records and files.
- Works productively and cooperatively with others by demonstrating respect, patience and equitable treatment of all internal and external customers.
- Observes and complies with District and mandated safety rules, regulations, and protocols.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Operations, services, and activities of a comprehensive marketing and public relations program.
- Principles and techniques of public relations, promotion, publicity, marketing and advertising.
- 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.
- Program budgeting methods and techniques.
- Social media, web and video communications practices and techniques.
- Methods and techniques of laying out artwork and article narrative.
- Equipment, processes and materials used in printing industry.
- Fundamentals, processes and materials used in photography including lighting techniques and a diverse range of lenses.
- Principles and practices of research, data collection and report preparation.
- Applicable federal, state laws, codes regulations, and policies relevant to assigned area of responsibility.
- Methods and techniques of preparing business correspondence and reports.
- Principles and procedures of record keeping.
- District and mandated safety rules, regulations, and protocols.
- Techniques of providing a high level of customer service by effectively interacting with students, staff, faculty, representatives of outside organizations, and members of the public, including individuals of diverse academic, socio-economic, ethnic, religious and cultural backgrounds, physical ability, and sexual orientation.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Perform a diverse range of coordinative tasks in support of the District's marketing and public relations programs.
- Assist in developing and implementing goals, objectives, practices, policies, procedures, and work

- standards related to marketing and public relations.
- Plan, research, organize, coordinate, and implement a variety of public information, media, and special events, activities and programs.
 - Prepare and present information in various formats and for diverse audiences.
 - Plan and conduct special events.
 - Write a diverse range of materials including, but not limited to, press releases, articles, speeches, and social media posts to communicate items of interest to the community which are aligned with the District's messaging goals.
 - Prepare, interpret, summarize, and present administrative and technical information and data in an effective manner.
 - Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
 - Maintain accurate records and files.
 - Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
 - Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
 - Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
 - Demonstrate sensitivity to, and understanding of, the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds of community college students.
 - Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
 - Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Education:

- Equivalent to a bachelor's degree from an accredited college or university with major course work in journalism, public relations, marketing, communications or a closely related field.

Experience:

- Two (2) years of professional experience in coordinating communications, marketing or public outreach programs.

Licenses and Certifications:

- Possession of a valid California Driver's License, to be maintained throughout employment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.