

POSITION DESCRIPTION

Communications Specialist

Position Communications Specialist
Department/Site Communications and External Relations
FLSA Non-Exempt
Evaluated by Communications Supervisor
Salary Range 38

Summary

Performs tasks in support of the college's communications and marketing efforts. Develops awareness of the college on social media. Writes, formats and coordinates production of promotional materials used to advertise classes and inform students, staff and the community. Supports student recruitment efforts by assisting with and/or participating in special events and community activities.

Essential Duties and Responsibilities

- Researches, writes and proofreads a variety of materials for the college, including press releases, news stories, articles, memos, brochures, handbooks and flyers, among others.
- Works collaboratively with colleagues to brainstorm and execute a wide variety of marketing and outreach projects. Fosters positive professional working relationships throughout the campus.
- Interviews faculty, staff, students and community members for projects related to promoting the college and its programs and services.
- Consults online resources, manuals, periodicals, college documents, news files and system-wide databases to obtain accurate and relevant facts.
- Supports designers, photographers and videographers in obtaining high-quality images and video footage for college publications and productions.
- Assists with updating information on the college's website and social media channels.
- Coordinates special projects at the direction of the communications supervisor and executive director.
- Participates in coordinating special events involving speakers, special topics and support services.
- Provides emergency communication support to the communications supervisor and executive director.
- Performs other duties as assigned that support the overall objective of the position.

Qualifications

- Knowledge and Skills

- Requires considerable knowledge of the creation and production of written, printed and online materials.
- Requires sufficient proofreading and editing skills to review technical educational materials.
- Requires considerable, in-depth knowledge of and practical familiarity with modern computer-aided office productivity tools, including, but not limited to, writing, desktop publishing, graphics and website editing programs.
- Requires well-developed language and writing skills to prepare professional materials and edit text to be suitable for communications.

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- Requires basic knowledge of the principles and practices of photography, including basic editing skills.
- Requires sufficient English language skills to edit technical and policy copy for grammar, syntax, clarity and content.
- Requires sufficient human relations skills to interact and discuss technical, practical and sensitive/confidential information with a wide range of contacts throughout the District.
- **Abilities**
 - Requires the ability to carry out the essential functions of the position.
 - Requires the ability to identify, organize and sequence activities that support marketing and communications projects.
 - Requires the ability to work under deadline pressure and handle simultaneous projects.
 - Requires the ability to compose written copy from instruction, concept or hand copy and convert to formats suitable for external distribution.

Physical Abilities

- Requires ambulatory ability to sit for extended periods of time and stand and walk for intermittent periods of time.
- Requires the ability to lift and carry lightweight materials (under 20 pounds) on an occasional basis.
- Requires hand-arm-eye coordination to operate a personal computer keyboard at an advanced rate.
- Requires visual acuity to arrange materials, observe movements of people, and read letters and numbers.
- Requires auditory ability to carry on conversations in person and over the phone.

Education and Experience

- An associate degree, or the completion of at least sixty (60) college-level semester units, and two years of technical writing or desktop publishing experience; or, in the absence of an associate degree, or the completion of at least sixty (60) college-level semester units, four years of writing or communications experience.

Licenses and Certificates

- Requires a valid driver's license.

Working Conditions

- Work is performed primarily indoors where minimal safety considerations exist.