

CLASSIFIED JOB DESCRIPTION

MARKETING AND COMMUNICATION SPECIALIST

(SEIU Salary Range 84)

Job Code: 1098

CLASS PURPOSE

Under direction of the district Executive Director of Marketing, Communication & Public Relations, and with a dotted line to College Presidents, the Marketing and Communication Specialist performs professional work in the coordination, development and implementation of the colleges' marketing, communication & public relations program. This position performs a variety of comprehensive and technical assistance in marketing, publication development, public relations, and communications.

CLASS CHARACTERISTICS

Under minimal supervision, the incumbent in this position assists with a substantial amount of administrative detail and non-routine work in print and electronic publication development, marketing, media relations, and public relations. There is a high frequency of responsible contact with executive management; supervisory, academic, and classified staff; media representatives; students; and the public.

EXAMPLES OF ESSENTIAL DUTIES:

Any one position may not include all the duties listed nor do listed examples include all tasks which may be found in positions of this class. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

- Plans, organizes, coordinates, and promotes the colleges' marketing, communication & public relations program.
- Assists with production (print and electronic) and dissemination of college publications and materials, develops production schedule/plan, composes and/or compiles data, edits and researches information.
- Assists in the research, copywriting, editing, and dissemination of news releases, public service announcements, feature stories, routine publicity, and other publications such as the college catalog, semester schedules, brochures, newsletters, videos, radio programs, direct mailings, and event programs, and coordinates photo requirements for these documents as required.
- Assists with responding to or arranging for responses to media inquiries, arranging media interviews, establishing and maintaining effective media relations.
- Reviews and edits district and colleges' publications for appropriate grammar and style applications.

- Provides information to college and district staff about public events, classes and other campus related news.
- Assists with college public displays, booths, special events, receptions, and other outreach activities.
- Assists with electronic communications to students, staff, and the public via mass email messages, telephone/text messages, web announcements, social media posts, and other related communications.
- Assists the executive director and president(s) in preparing for community and media events.
- Maintains and produces college calendars of events.
- Maintains media and college archival files, including media coverage documentation and records.
- Assists in supporting college satisfaction and staff recognition programs.
- Trains and supervises clerical student employees, as required.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS

1. A bachelor's degree in communications, public relations, marketing, creative writing, English, or a related field, and two years of related experience OR any combination of equivalent training, education and experience.
2. Excellent command of correct English usage, grammar, composition, vocabulary, spelling and punctuation.
3. Understanding of, sensitivity to, and respect for the diverse academic, socioeconomic, cultural, and ethnic backgrounds of Peralta Colleges' students, faculty, staff and community, including employees and students with disabilities.

DESIRABLE QUALIFICATIONS

1. Knowledge of:
Techniques of preparing, producing, and disseminating information, utilizing all major media principles and the techniques of establishing and maintaining good relationships with news media and other public groups; current trends in advertising and marketing; activities and interests of community groups and student organizations; social media, newspaper, radio, television and other communications media resources.
2. Ability to:
Plan, organize, direct, and administer an effective public information program; translate English-language promotional materials into non-English languages like Spanish; prepare clear, concise and effective articles and publications; communicate clearly and effectively with staff and members of the media, both orally and in writing; write, edit, and prepare for publication news releases and articles about college activities; analyze situations accurately and adopt an effective course of action; establish and maintain cooperative relationships with those contacted in the course of work; effectively use web techniques, vehicles, and formats to achieve communication goals; and multitask while maintaining a high level of excellence, accuracy, and timeliness.

ENVIRONMENTAL DEMANDS

- Occasional work performed alone
- Constant work around and with people
- Operates a computer
- Typically, may sit for extended periods of time
- Communicates over the telephone, by email, by computer, or in person

PHYSICAL REQUIREMENTS

- Occasional standing, walking, stooping, kneeling, squatting, and climbing stairs
- Occasional lifting and carrying up to 15 lbs.
- Occasional pushing and pulling up to 20 lbs.
- Occasional twisting of body
- Occasional use of manual dexterity
- Occasional use of tactile acuity
- Occasional use of visual acuity from a distance, with depth, and for color
- Frequent work at a rapid pace
- Frequent reaching, high, low, and level
- Frequent audio acuity at all ranges, including speech
- Frequent visual acuity for reading
- Constant sitting
- Constant use of clear oral communication

TOOLS AND EQUIPMENT USED

Standard Office Equipment.

Revised: N/A