

BUTTE-GLENN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: PUBLIC RELATIONS AND MARKETING SPECIALIST, SENIOR

C278.100

BASIC FUNCTION: This is the senior, Public Relations and Marketing Specialist position. Under the direction of an administrator, and under the technical supervision of the assigned Administrator over the District's Public Relations and Marketing Department, supervises a wide variety of daily functions associated with the planning and coordinating of Public Relations and Marketing, including but not limited to, print and broadcast advertising, publication design and layout, special events coordination, maintaining Web pages and portal sites and performing other technical tasks requiring advanced skills in utilizing complex features of desktop publishing, word processing and spreadsheet and database management software. Serves as a backup public information officer (PIO) when the Director is unavailable. May serve as the initial contact for the Public Relations and Marketing needs of the assigned department and provides excellent customer service. This senior position involves independent judgment in the interpretation and application of District policies and procedures and also utilizes correct marketing and advertising principles, practices, procedures and protocols ensuring that they are properly aligned with all District standards. May be required to work a schedule involving evenings and weekends. Performs related duties as assigned.

REPRESENTATIVE DUTIES: *(The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related or a logical assignment to this class. The essential duties of the class are indicated with an asterisk *.)*

- *1. Supervises day-to-day operations and activities for Public Relations and Marketing within the assigned department and assists in the development and implementation of revised and/or new office procedures including those to ensure effective and efficient day-to-day operations; meets multiple deadlines and production schedules for marketing and Public Relations activities; assures the timely completion of assignments in accordance with established priorities, procedures and standards. May provide guidance to other Public Relations and Marketing staff and/or students or short-term employees.
- *2. Serves as the backup PIO, handling media calls and working with the President, Vice Presidents and/or Deans on media inquiries and possible interviews. Works directly with media and handles media requests in the absence of Director/PIO. Drafts press releases and talking points and crisis communications. Assigned to a wide range of routine responsibilities including production, coordination and the delivery of announcements; posts Website news releases and portal news updates to assigned campus events calendars and provides updates to assigned social media sites.
- *3. Supervises and creates successful social media posts and campaigns including Facebook, Twitter, Flickr and other social media outlets. The senior level position works closely with the District's advertising agency on advertising campaigns.
- *4. Creates and provides guidance to staff who perform the arrangement and layout of production-ready materials for advertisements, publications (such as catalog and schedules), annual report, newsletters, promotional items and assigned websites and portals using camera equipment, scanners and graphic image-editing computer software; works closely with the District Webmaster to ensure proper placement of web site and portal materials, including importing and exporting of files and file and hyperlink maintenance. Works closely with webmaster to update home page to keep current and up to date.
- *5. Develops and provides guidance to staff to write and produce the annual report to the community. Prepares digital files as needed; assists with establishing job specifications and production timelines.
- *6. Coordinates publication and social media submissions with other District departments and reviews submissions for content and aesthetics to assist with and ensure the promotion of a positive image for your assigned department and the District; presents design options and solutions for visual materials and defines, evaluates and proposes timelines for projects.
- *7. Facilitates communications and acts as liaison between assigned administrator or supervisor with staff, administrators, students, media representatives, educational offices and/or institutions and the general public; interacts and relays information to assigned administrator or supervisor.
- *8. Serves as the senior resource person for publications and media events for the assigned department and independently provides the explanation, interpretation and application of District policies, procedures and the established rules, regulations and restrictions pertaining to publication standards.
- *9. Supervises and/or coordinates the review of all local and national news coverage of the assigned department in conjunction with the Administrator over Public Relations and Marketing; prepares and provides the Administrator over Public Relations with a monthly media report to update the Board of Trustees; maintains accurate records of all assigned departmental news coverage, local and national.
- *10. Attends and provides digital and film photography for publications and to record special events; creates and maintains an accurate and up to date library of related digital and film photography, fonts and artwork used in official publications/promotions.

- *11. Utilizes computers to perform advanced-level document and image production, including the complex formatting of documents and design layout for publications; creates a variety of power point presentations; establishes and maintains a variety of databases and spreadsheets; utilizes a variety of software, hardware and peripherals.
- *12. Oversees clerical and technical support for all areas of Public Relations and Marketing to which assigned, including but not limited to providing information, assistance and guidance in person, by telephone, written correspondence and/or electronic technology to faculty, staff, media representatives, governmental officials, District committees and constituency groups and the general public in a pleasant and helpful manner; assembles files and duplicates materials; composes and prepares office correspondence, materials, reports, forms, brochures, spreadsheets, charts, graphs, tables, presentations, handbooks, manuals and other related departmental documents; answers phones, refers callers and takes messages; may maintain and orders supplies; may prepare agendas and take minutes of meetings.
- *13. Researches, compiles and tabulates statistical data and information from various sources including data compiled and records kept as they relate to individual assignments and prepares complex statistical and narrative reports.
- *14. Develops messaging, publications and use of media with the Administrator over Public Relations and Marketing to ensure consistency of branding and messaging.
- *15. Prepares and processes facilities use requests, room reservations, food orders and other associated requirements to ensure the assigned programs, public events and/or activities have a successful outcome; maintains a library of resource materials.
- *16. Maintains and coordinates master calendar of departmental events.
- *17. Assists with and participates in the planning of District-wide and departmental projects, including estimating costs, researching vendors and the feasibility of contracting with vendors for services.
18. May maintain departmental budgets and open purchase orders; may monitor expenditures and assist with budget formulations and preparations; may reconcile accounts to Business Office files; may prepare purchase orders and provide budget and financial reports to assigned administrator or supervisor.
19. May arrange and process travel, conference and hotel reservations for departmental staff, including transportation, staff coverage, exhibits and other accommodations for event speakers. May also assist with the delivery of multimedia equipment to production areas.
20. Assists in the coordination of marketing activities and the implementation of special events produced by the assigned department.
21. Maintains working knowledge of specialized terminology utilized in the Public Relations and Marketing field.
22. Provides assistance to and backs up co-workers and other staff within department as necessary.
23. May serve on a variety of District committees as requested.
24. May perform other duties as assigned.

MINIMUM QUALIFICATIONS:**EDUCATION/EXPERIENCE:**

- Associate's Degree in graphic design, public relations, journalism, office information systems, communications or a related field or the equivalent*; **AND**
- 3 years of work experience in the area of publication design and production or the area of Public Relations and Marketing; **AND**
- Graduation from high school, G.E.D. or the equivalent**.

* Associate's Degree education equivalency equals two (2) years of increasingly responsible work experience for each full year (24-30 units) of college. Work experience must be in an office setting reasonably related to Public Relations or Marketing.

** High school education equivalency equals an adult education diploma or four (4) years of full-time, paid work experience.

CERTIFICATES, LICENSES, REGISTRATION AND OTHER REQUIREMENTS:

- Employees driving on District business or driving a District vehicle must hold and maintain a valid driver's license throughout duration of employment with the District.
- Some travel may be required.

DESIRED QUALIFICATIONS:

- Technical expertise in PowerPoint, Outlook, Microsoft Excel, Publisher, Adobe InDesign, PhotoShop, Acrobat, Bridge, PageMaker and/or other related desktop publishing software.
- Experience working at an educational institution within the area of Public Relations and Marketing.
- Experience in graphic arts and layout techniques.

KNOWLEDGE, SKILLS AND ABILITIES: (May be acquired through education, training and/or experience.)

Knowledge of: District policies and procedures; modern office equipment, methods and procedures including filing and computer systems; letter and report writing techniques; receptionist and telephone techniques; elements of proper grammar usage, spelling, punctuation and vocabulary; terminology used in the Public Relations and Marketing fields; principles and practices of event and risk management; trends in publication design, graphics and typography; marketing and advertising principles, procedures and techniques; microcomputer operation including software applications/packages for word processing, spreadsheets, database management and desktop publishing; public communications, information and relations; principles and techniques of typesetting, printing and digital and film photography; proper practices, procedures and techniques required for various graphic effects; various computer software applications and website development programs; interpersonal skills using tact, patience and courtesy.

Ability to: operate general office equipment and perform responsible secretarial and clerical work of moderate difficulty with speed and accuracy; coordinate press releases and other specialized documents; maintain accurate records; maintain departmental budgets, including audit trails; create and set up departmental filing systems and file accurately; plan and organize group functions and meetings; learn, interpret and apply State laws and regulations related to program policies and procedures; greet the public, students, staff and faculty respectfully and respond intelligently; implement acceptable planning and organizational skills; collaborate with others to develop services; utilize proper grammar usage, spelling, punctuation and vocabulary; operate computers and related equipment including various software packages/applications for word processing, spreadsheets, database management, desktop publishing, publication layout and design and Internet navigation; utilize keyboarding skills commensurate with the required functions for this position; keep records and prepare reports and spreadsheets; work independently with an emphasis on detail management; organize workload and establish priorities; complete work assignments according to established deadlines; maintain and follow schedules, calendars and timelines; use problem solving skills; understand and follow oral and written directions; establish and maintain cooperative relationships with those contacted in the course of work; make necessary mathematical calculations rapidly and accurately; demonstrate sensitivity to, and respect for diverse populations

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:

No assigned permanent staff to supervise. May provide work direction to other Public Relations and Marketing classified staff, students and/or short-term employees.

May train and provide work direction to short-term and student employees.

PHYSICAL EFFORT:

Normal office environment plus some light to moderate lifting (5 to 25 lbs) required for transportation of advertising materials, event set up and tear down.

CONTACTS:

Faculty, staff, administrators, students and the general public.

WORKING CONDITIONS:

Normal office environment.

NOTE: THIS CLASS IS NON-EXEMPT UNDER FLSA PROVISIONS.

Butte-Glenn Community College District is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, Butte-Glenn Community College District will provide reasonable accommodation to qualified individuals. Butte-Glenn Community College District encourages both incumbents and individuals who have been offered employment to discuss potential accommodations with the employer.