CLASS SPECIFICATION
Communications & College Advancement Project Assistant

FLSA Status: Nonexempt
EEOC Job Category: Office and Clerical
Union Representation: Represented

GENERAL PURPOSE
Under the supervision of the Director of College Advancement, Public Affairs and Governmental Relations or designated supervisor, performs a wide variety of moderately complex technical, project-based, office operational support functions and records management in support of communications, legislative, marketing, and advancement activities; supports coordination of Communications & College Advancement (C&CA) Department activities, college events and related efforts; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS
C&CA Project Assistant is responsible for independently performing moderate to complex office operational support functions requiring general knowledge of the department and college policies and procedures, and dealing with vendors and media, elected officials, potential donors, and the general public in a diplomatic and professional manner. Assigned work requires the use of sound judgment and independent problem solving in selecting appropriate approaches and procedures for routine to non-routine problems, issues or situations, based on knowledge gained through experience dealing with diverse groups and individuals.

The C&CA Project Assistant is expected to have a high level of understanding of public and governmental relations and related efforts and to be able to plan and coordinate meetings for the Director and other college officials with elected officials and to draft communications on a regular basis. The C&CA Project Assistant is also responsible for managing purchasing, payroll, timekeeping, and related activities for the C&CA Department.

ESSENTIAL DUTIES AND RESPONSIBILITIES
The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Perform research and write drafts of communications documents as assigned for college advancement and marketing projects under supervision of the Director.

2. Support development of marketing information, outreach materials, and other college publications, maintain inventory of marketing and related materials, assemble packets of materials, re-order documents and materials, and manage printing vendor orders.

3. Support and assist with project management of on-going department and college activities/events, press conferences and meetings, and other special events and activities as arise; assist with
information gathering and dissemination of news releases and public service announcements for the District.

4. Assist in providing work direction to and monitor work of student interns and President’s Ambassadors.

5. Website maintenance, preparation and distribution of general college wide information announcements.

6. Work collegially with and coordinate communication and activities with other District departments, college officials, contacts throughout the CCC system, outside consultants, vendors, media, elected officials, potential donors and the general public in a diplomatic and professional manner.

7. Schedule, coordinate meetings, events and conferences; prepare sign-in sheets, agendas and notices from written or oral instructions; coordinate and arrange for event set-up, refreshments and catering; attend general events and meetings, providing support as directed.

8. Support and assist with managing vendors and budgets to facilitate District fiscal, accounting and purchasing policies and procedures. Assist with vendor quote packages and preparation of paperwork for requisitions requests in support of Department activities and college events.

9. Perform and manage a variety of functions/activities in support of the Director to ensure the efficient and effective operations of the office including calendar management, meeting coordination, note taking, follow-up with action times post meeting, making travel arrangements, fielding telephone calls, etc.

10. Perform a wide range of office operational support functions including administrative and clerical tasks as needed in support of college activities and events coordination, interfacing and coordinating with event sponsors, make arrangements and set up of events/conferences/workshops.

11. Prepare and maintain various complex forms, records, files, databases, spreadsheets and specialized mailing lists, for legislative, alumni programs, fund development and event related activities.

12. Develop and maintain accurate recordkeeping systems; maintain fiscal logs, supplies inventory, and activity records and files; enter and update data; generate reports; collect, verify accuracy and compile data from a variety of sources to support Department projects.

13. Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Mission, objectives and goals of the Long Beach City College and high level tenets of public relations, marketing, governmental relations and communications.

2. Events planning, coordination and management, targeted at a variety of attendees including alumni, legislators, business and community organizations, elected officials and other partners.

3. Events planning, coordination and related vendor management, including conferences and
workshops targeted at a variety of attendees and partners, small business owners, legislators and economic development organizations.

4. Basic project planning and management principles, techniques, and tools.

5. Marketing and outreach events scheduling, coordination, vendor management and related activities.

6. Basic protocols of working with government agencies, legislators and staff, community-based organizations, and other groups that work with the college or District and how to have contact with them appropriately.

7. Intermediate to advanced knowledge of computer software, including, standard business software, (Microsoft Office Suite: Word, Excel, PowerPoint, Outlook, etc.), and web content management systems, web search engines and techniques or have a demonstrated aptitude for becoming proficient in daily technology.

8. Intermediate to advanced operation of web, graphic presentation, social media and page layout software.

9. Principles and practices of business communication; correct English usage, including spelling, grammar and punctuation.

10. Basic principles and practices of public administration, including purchasing and maintenance of public records.

11. District organization, operations, policies and objectives.

12. Office filing and record keeping practices and procedures, and office management practices and procedures.

**Ability to:**

1. Develop effective working relationships with wide range of college, business and community stakeholders and organizations to support key communications, marketing and advancement activities.

2. Understand, interpret and respond to internal and external customer needs and expectations. Gather and compile information, college data and assist in responding to inquiries.

3. Prepare clear, concise and accurate memoranda, documents, records and other written materials.

4. Manage calendars and schedules for Department; make travel arrangements; coordinate room reservations and special events.

5. Multitask, manage, track, monitor tasks, projects and activities assigned to deliver quality work on time, meet schedules and deadlines. Organize, set priorities and exercise sound judgment within areas of responsibility.
6. Prepare and maintain complex records and interrelated files, organize and maintain office, client and project files.

7. Communicate effectively both orally and in writing with diverse populations, and compose professional correspondence from brief instructions.

8. Understand and follow written and oral instructions.

9. Establish and maintain effective working relationships with staff at all levels, faculty, students, general public, public officials, clients and others encountered in the course of work.

10. Handle high-volume of inbound phone calls and has contact with the public and provide a high-level of customer service via phone and in-person.

11. Intermediate to advanced knowledge and practical use of content management systems and social media tools like Facebook, Twitter, Constant Contact.

12. Ability to communicate appropriately and sensitively to stakeholders from a variety of ethnicities and socioeconomic backgrounds.

13. Exercise sound, independent judgment and initiative within established guidelines, and use a high degree of tact and diplomacy in dealing with difficult and sensitive people, issues and situations and maintain confidentiality of client information, and discretion in dealing with sensitive and confidential situations and information, and problem resolution on behalf of division/department and College.

14. Operate a computer at the intermediate to advanced level utilizing Microsoft Office (Excel, Word, PowerPoint, Outlook, etc.), and other standard business software. Operate other standard office equipment.

**Education, Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is an associate degree in applicable/related field; and two years of increasingly responsible experience in a public information/communications office or a comparable setting, which included project management support and event planning responsibilities; or an equivalent combination of training and experience. Experience working in a business environment or corporate setting is highly desired.

Bilingual in Spanish is preferred.

**Licenses; Certificates; Special Requirements:**

A valid California driver’s license and the ability to maintain insurability under the District’s vehicle insurance policy.

**PHYSICAL AND MENTAL DEMANDS**

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
Physical Demands

While performing the duties of this job, employees are regularly required to sit, walk and stand; talk or hear, both in person and by telephone; use hands repetitively to finger, handle, feel or operate standard office equipment; reach with hands and arms; and lift up to 25 pounds.

Specific vision abilities required by this job include close vision and the ability to adjust focus.