CLASS SPECIFICATION
Public Relations Coordinator

FLSA Status: Non exempt
EEOC Job Category: Paraprofessional
Union Representation: Represented

GENERAL PURPOSE
Under the direction of the Executive Director, Public Affairs and Marketing, assists in complex planning and coordination of events and production of advertisements, brochures and newsletters. Provides administrative support for the Public Affairs and Marketing staff as well as a wide variety of complex and diverse administrative supporting duties to the Executive Director, Public Affairs and Marketing.

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. Performs and manages a variety of activities in support of the Executive Director of Public Affairs and Marketing to ensure the efficient and effective operations of the office.

2. Coordinates communications between administrator and staff, the public or other District or campus officials; obtains and provides information and assists in resolving questions and issues as appropriate.

3. Assists in event planning and coordination of special functions; including coverage of events and VIP’s.

4. Coordinate college’s photography needs for public relations purposes.

5. Formats, proofreads and prepares materials which may include advertisements, brochures and newsletters.

6. Reviews, researches and compiles information pertaining to media inquiries.

7. Verifies data on marketing and publicity materials for accuracy, completeness and compliance with established procedures.

8. Monitor, secure and archive all college marketing and media materials that are in the public.

9. Prepares correspondence and memoranda independently or for oral instruction.

10. Coordinates meetings for the office of community relations and marketing including on campus and those in the community.
11. Assists in developing news releases, advertising and other presentations used to promote to the public and/or business community.

12. Operates a computer work station to enter data, maintain records and generate reports; utilizes word processing spreadsheet, database, and other related software.

13. Maintains familiarity with web content and the ability to navigate websites.

14. Performs administrative support and clerical duties including but not limited to budgets, buy-outs, and requisitions.

15. Coordinate college’s general information line for accuracy and thoroughness of service.

16. Performs other duties as assigned

QUALIFICATIONS

Knowledge of:
1. Multimedia styles of communication and reporting including web-based presentation modes, and electronic interactions for a variety of audiences.
2. Organizational principles and procedures.
3. Computer proficiencies including word processing, spreadsheet, and relational database
4. Excellent customer service and interpersonal skills.
5. Excellent oral and written communication skills.
6. Modern office practices, procedures and equipment.
7. Principles and practices of public administration for budgeting, purchasing and record keeping.
8. Correct English usage, grammar, spelling, punctuation and vocabulary based on the AP Style Guide of Writing.

Ability to:
1. Perform specialized administrative assistant duties to support the Executive Director, Public Affairs and Marketing
2. Apply research and evaluation techniques for college marketing and legislative needs.
3. Work independently with little direction.
4. Analyze situations accurately and adopt an effective course of action
5. Prepare clear, concise and accurate reports, correspondence and other written materials.

6. Organize, prioritize and implement multiple projects.

7. Work with and be sensitive to a diverse multicultural and multiethnic environment.

8. Maintain complete, comprehensive records and files.

9. Communicate clearly and effectively, orally and in writing.

10. Prepare clear, concise and comprehensive correspondence, reports and other written materials.

11. Organize, set priorities and exercise sound independent judgment within areas of responsibility.

12. Exercise tact and diplomacy in dealing with sensitive and complex issues and situations.

13. Establish and maintain effective working relationships with District management, faculty, administrators, staff, students, community agencies, elected officials, media personnel, and others encountered in the course of work.

**Education, Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is a Bachelor’s degree from an accredited institution and a minimum of two years of experience in journalism, public relations or a related field or an equivalent combination of training and experience. Experience in office management and project coordination is desirable.

**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, the employee is regularly required to sit; talk and hear, both in person and by telephone; use hands to finger, handle and feel computers and standard business equipment; and reach with hands and arms. The employee is frequently required to stand and walk.

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

**Mental Demands**

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze
and solve complex problems; use math/mathematical reasoning; perform highly detailed work under changing, intensive deadlines, on multiple concurrent tasks; work with constant interruptions, and interact with District management, staff, contractors, consultants, vendors and others encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee works under typical office conditions, and the noise level is usually quiet.