



TITLE	CLASSIFICATION	SALARY GRADE
COORDINATOR, COMMUNICATIONS & MARKETING	CLASSIFIED	GRADE: O
BOARD POLICY REFERENCE: Off Schedule Review 2016		

JOB DESCRIPTION:

Under general supervision, coordinates and implements the District’s public relations activities including print and broadcast advertising, publication production, and special events promotions; assists in planning, establishing and maintaining a consistent District brand; assists in creating plans and strategies to achieve marketing objectives for the District.

SCOPE:

The Coordinator, Communications & Marketing plans, strategizes and provides assistance in support of promotional activities for the District.

DISTINGUISHING CHARACTERISTICS:

This classification is distinguished from the Coordinator, Marketing & Social Media classification by having a broad public relations emphasis and the responsibility for general coordination of operations for the Public Relations Office.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Coordinates and implements public relations communications and marketing activities for the District.
2. Plans, projects costs, and coordinates production for District-wide media and branding campaigns; prepares reports and analyzes data to evaluate campaign effectiveness.
3. Coordinates media buys and reserves advertising space with appropriate media outlets; creates and maintains integrated campaign specification sheets and determines production deadlines; prepares reports to analyze effectiveness of campaigns.
4. Collaborates with Coordinator, Marketing & Social Media to ensure digital advertising and social media efforts are integrated and effective.
5. Facilitates the production, delivery, distribution and accounts payable for District publications.
6. Assists in communicating emergency related announcements to District employees, students and the community.
7. Works in collaboration with Information Technology staff to design, develop, modify and update District web pages; coordinates with appropriate areas/departments to implement web pages.
8. Maintains District’s electronic photo archives; may be required to take and modify digital photos of District facilities and events.
9. Monitors and maintains the department’s budget.
10. Trains and advises staff and faculty in fundamental public communications methods and practices and established District styles, formats.
11. Trains and directs the work of student and short-term, non-continuing employees.

EMPLOYMENT STANDARDS

ABILITY TO:

Organize and support projects for the District; assist in developing, implementing and evaluating public relations and marketing goals; maintain current knowledge of communication and marketing technology trends, including digital and social media; review and coordinate production of print, broadcast and other promotional materials; apply accounting principles for budget maintenance; operate and use photographic equipment; communicate effectively in English; maintain cooperative working relationships; demonstrate sensitivity to, and respect for, a diverse population.

KNOWLEDGE OF:

Principles and techniques of public communications, information and public relations; standard office productivity software; budget and revenue control.

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

An Associate's degree in communications, journalism, marketing or related field.

Experience:

Increasingly responsible experience working in publicity, public relations, marketing, communications or related field. Experience in a public educational setting preferred.

LICENSE OR CERTIFICATE:

This classification requires the use of a personal or District vehicle while conducting District business. Must possess a valid (Class C) California driver's license and an acceptable driving record.