

YUBA COMMUNITY COLLEGE DISTRICT

CLASS TITLE: PUBLIC INFORMATION AND COMMUNITY EVENTS SPECIALIST

BASIC FUNCTION:

Under the direction of the President, participate in the development and implementation of internal and external communication programs, including marketing, advertising and publications functions. Plan and coordinate campus and community events of varying scope for the College and for the College Foundation.

REPRESENTATIVE DUTIES:

Write and edit a variety of public relations materials including news releases, newsletters, flyers and college publications; develop and edit promotional materials, including preparation, modification and editing of layout and budget; schedule and place advertising in newspapers and publications. (E)

Respond to requests for information about the college from the public and outside organizations and agencies; respond to requests for college brochures and related publications; direct individuals with questions or needing assistance to appropriate resources and personnel. (E)

Establish and maintain regular contact with the news media reporting college events and happenings; solicit favorable coverage of college programs and events; respond to media inquiries within policy guidelines; arrange approved media interviews with college employees. (E)

Participate in evaluation of public information, public relations and marketing efforts; assist in formulating and implementing college advertising and marketing campaigns. (E)

Confer with and provide technical information on marketing strategies for individual programs; determine publication needs; prepare, administer and monitor publication project budgets; produce publications and associated materials within budgetary constraints. (E)

Review content of departmental/program newsletters and other publications for conformity to college style and standards; review and approve content for the college web site. (E)

Assist in planning and coordinating various activities and special events to generate publicity for the college; coordinate equipment requirements for informational displays, press conferences and other events. (E)

Provide direction to contract publisher, photographers and advertising agencies in carrying out contracted services. (E)

Establish and maintain contact information for education, community and business leaders, as well as local and state elected officials. Establish and maintain a mailing database to generate labels and personalized correspondence.(E)

Provide planning support for the WCC Foundation fundraising events. (E)

Provide assistance to the Associated Students and other student clubs with budgeting, expenditure controls and recordkeeping according to applicable guidelines. (E)

Serve as a liaison between ASWCC and the College President.

Assist in the maintenance of department files including news releases, newspaper clippings, photographs and project files.

Assist department personnel in the use of computerized desktop publishing system as directed.

Coordinate with District print shop for technical specifications for printing and publishing vendors; evaluate proposals.

Provide work direction for student workers or temporary employees as necessary.

Perform related duties as assigned.

KNOWLEDGE OF:

Publication software.

Principles and procedures of marketing, publication and public relations.

Principles and practices of organizational communication.

Public information channels and other news and information sources.

Methods and procedures of news collection and dissemination.

Principles, methods, procedures and strategies for a public information and community relations program.

Basic budgeting procedures and techniques.

Modern office procedures.

Business letter writing and basic report preparation.

Principles of supervision and training.

Correct English usage, spelling, grammar and punctuation.

ABILITY TO:

Write, edit and proofread a variety of printed materials.

Prepare and maintain records and reports.

Prioritize and coordinate multiple projects.

Supervise and train student staff.

Understand and follow oral and written instructions.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE: Any combination equivalent to: an Associates Degree and three years of increasingly responsible public relations experience.

ENVIRONMENT:

Office environment.

PHYSICAL ABILITIES:

Bending at the waist.

Hearing and speaking to exchange information and make presentations.

Lifting light objects weighing up to 10 pounds.

Sitting and standing for extended periods of time.

Ability to see for purposes of reading printed matter.

Reaching overhead, above the shoulders and horizontally.