

EVENTS/PUBLICITY COORDINATOR

DEFINITION

Under direction, plans and coordinates publicity and ticket sales for college events and activities; designs, develops and distributes admissions tickets, flyers, posters, press releases, pamphlets and other public information/marketing materials; designs and posts information on the college web site; and performs related work as assigned.

DISTINGUISHING CHARACTERISTICS

This is a specialized coordinator class within the Yosemite Community College District (YCCD). Incumbents perform specialized marketing/public relations duties that require a technical knowledge of that subject area in order to make decisions and complete assignments.

SUPERVISION RECEIVED AND EXERCISED

Incumbents in this class work under the direction of a campus senior marketing and/or public relations manager, receiving occasional supervision while working toward a definite objective that requires use of a wide range of procedures. Incumbents plan and/or determine specific procedures or equipment required to meet assigned objectives and solve non-routine problems, referring only unusual matters to a supervisor.

An incumbent in this class does not directly lead or supervise other full-time employees, but may assign, direct and/or monitor the work of subordinate full time, part time, and/or student employees on a project or assignment basis.

EXAMPLES OF DUTIES *(Illustrative Only)*

- Coordinates a wide range of activities related to event promotions and ticket sales.
- Confers with management regarding the planning and scheduling of events and public interest press coverage; recommends additions, modifications and/or deletions of events and public information program functions.
- Designs, creates and prints admission tickets, flyers, posters, press releases, pamphlets and other publicity/marketing materials; prepares staff bulletins and other internal informational materials; posts information on the college website and/or the campus marquee.
- Coordinates and oversees the sale of admission tickets for college events; plans, organizes and coordinates box office activities, including the hiring of event student workers.
- Processes cash receipts from ticket sales; ensures security of funds; maintains and prepares financial transaction sheets and makes deposits to appropriate accounts; maintains other files and records pertaining to the special event.
- Arranges for media and/or photographic coverage of events and activities; may personally take pictures or run video equipment.

- Serves as “house manager” at large public events; responds to patron inquiries and concerns; arranges for the special needs of patrons (e.g., to assist with access or enjoyment of the event); ensures that events comply with ADA and other requirements.
- Serves as an information resource to students, staff and the general public regarding campus events.
- Prepares reports, files, correspondence and other documents; may serve on committees and/or task forces.
- Performs other related duties as assigned.

TYPICAL WORKING CONDITIONS

- Work is generally performed in a standard office environment, but also includes activities that may occur in a variety of indoor and outdoor settings.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The knowledge and ability requirements are representative of essential duties. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position.

Knowledge of:

- Methods, procedures, and techniques pertaining to the functions of a college event ticket sales and public information operations.
- Computerized data management, storage and retrieval systems.
- Modern office practices and promotional strategies regarding a college event or program.
- English usage, spelling, grammar, punctuation and arithmetical processes.
- College instructional goals and objectives.

Ability to:

- Effectively and efficiently plan, organize and conduct ticket production and ticket sales for a college event.
- Interpret and understand the college mission and present that message to the community.
- Perform arithmetical calculations with speed and accuracy.
- Understand and carry out oral and written directions.
- Establish and maintain cooperative working relationships.
- Write press releases publicizing college events and programs using correct grammar, punctuation and press release format.

Licenses and Certificates:

- Depending upon assignment, a valid license to drive in California may be required.

Physical and Mental Standards:

- **Mobility:** ability to sit for long periods, move about an office, stand occasionally, reach above and below desk level.
- **Dexterity:** fine manipulation sufficient to operate a computer keyboard, handle individual papers, write and take notes.
- **Lifting:** frequent lifting of papers, files, equipment and material weighing up to 10 pounds.
- **Visual Requirements:** close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently.
- **Hearing/Talking:** ability to hear normal speech, speak and hear on the telephone, and speak in person.
- **Emotional/Psychological Factors:** ability to make decisions and concentrate; frequent contact with others including significant public contact; frequent deadlines and time-limited assignments.

Education and Experience:

Any combination of education, experience and/or training that would likely provide the above-required knowledge, skills and abilities is qualifying. Typical background patterns that would provide the knowledge, skills and abilities are:

- Education: Possession of an associate's degree from an accredited college or university, with major course work in marketing, public relations, communications or a closely related field.
- Experience: Three years of increasingly responsible public information and/or marketing experience, including one year that included responsibility for promoting and coordinating special events.

Special Requirements:

- None

Class Adopted: 3/1/09

Class Amended: XX-XX-XX