

MARKETING AND PUBLIC RELATIONS OFFICER**DEFINITION**

Under general administrative direction, manages, plans, supervises and coordinates the operations and activities of the College's overall marketing and public relations program; provides information to the public regarding the college's activities through news releases and various forms of advertising; supervises and coordinates the development of all college marketing functions and materials which may include supervision of technical and support staff; provides consultation to the college president in proprietary and confidential matters regarding public relations and marketing and perform other duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general administrative direction from the College President or higher level college administrator.

Provides direct supervision to technical and administrative support staff, as assigned.

EXAMPLES OF DUTIES

- Manage, plan, supervise and coordinate the operations and activities of the College's overall marketing and public relations program;
- Serve as primary college liaison and contact person for news media inquiries;
- Establish strategy, write text, supervise photography and oversee production of print and broadcast to advertise activities at the college;
- Develop and manage assigned budgets and supervise assigned employees, e.g. the day-to-day operations of the campus mailroom/phones and instructional materials center (CC);
- Supervise the college facilities/mailroom area; oversee scheduling of college facilities for classes and events; process contracts for rental of college facilities by outside groups; schedule college/district vehicle usage including verifying proper licensing and insurance requirements are met; process all incoming/outgoing campus mail including handling bulk mailings (MJC);
- Write and distribute news releases to inform the public about the college and to promote college activities;
- Promote and publicize the College's Foundation's activities and fund-raisers through new releases and advertising, both newspaper and radio;
- Provide consultation to the college president in confidential matters, and public issues, as necessary
- Perform other duties as assigned.

TYPICAL WORKING CONDITIONS

- Work is generally performed in a standard office environment.
- Work may require occasional evening and weekend hours.

MINIMUM QUALIFICATIONS

Knowledge of:

- Principles and practices applicable to an effective community college marketing, advertising and public relations program
- Local news media and how they operate
- Preparation of marketing materials, journalistic techniques, and public speaking
- Microsoft Office and Windows-based computer applications.
- Demographics of target markets for students.
- Effective writing techniques and journalistic skills

Ability to

- Be a self starter; highly organized and able to work with a wide variety of individuals at all levels in the organization
- Present polished presentations;
- Design and exhibit effective marketing materials
- Display good judgment and skill in communicating with the news media, advertising representatives, elected officials and community members/organizations.

Licenses and Certificates:

Possession of a valid California Motor Vehicle Operator's License.

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 keyboard, handle individual papers, write and take notes.
- **Lifting:** lifting of papers, files, equipment and material weighing up to 25 pounds.
- **Pushing/Pulling:** occasional pushing and pulling of material weighing up to 75 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 some 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: Minimum B.A. Degree with a major in marketing, English, journalism, mass communications, communication arts, advertising, or closely related field.
- Experience: Minimum 3 years experience in marketing, public relations, advertising, journalism, or the equivalent, preferably with some experience in a community college setting.

*Class Adopted: 03/01/09
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