DEFINITION

Under the direction of the President (or designee) design, plan, develop, initiate, implement, execute, oversee, and maintain public information and fund raising programs for the campus or District, including marketing, fund development, advertising, student recruitment, web sites and pages, operational objectives, concepts and methodologies, and campus public relations, media and community relations. Serve on committees and advisory boards and represent the District as appropriate. Make recommendations and provide advice, which has significant impact to the operations, to management. May supervise clerical staff. Prepare, monitor and manage budgets and reports.

EXAMPLES OF DUTIES

1. Develop, implement, and execute public relations, marketing, fund raising, and advertising plans; accountable for performance of these responsibilities in compliance with established timelines, deadlines, and standards for District identity, uniformity, accuracy and quality; responsible for the initiation, development, management and execution of comprehensive, effective marketing, advertising, public relations and public information programs; coordinate with other District personnel so the programs are professionally and accurately presented.

2. Develop, plan, approve, and oversee the distribution and flow of accurate campus information, promotions, and news to internal and external contacts, events, agencies and news media. Represent the campus or District at events and serve as spokesperson when appropriate. Develop and maintain effective working relationships with community groups and representatives of the media such as newspaper, radio and television. Determine information to be developed/released through experience, or in consultation with administrative officials. Arrange for photography for promotional purposes. Develop cost analyses for public relations projects.

3. Assure the design, creation and production, printing and distribution of promotional desktop publications and multi-media presentations. Research, design, write, print, produce and disseminate a wide range of promotional and informational materials, including news releases, feature stories, reports, brochures, newsletters, class schedules, advertisements and other promotional and in-house publications. Oversee the flow of accurate campus information to internal and external media, including campus publications and the college's website.

4. Maintain oversight authority for website presentation and design. Design, develop, review, manage, promote and maintain web pages and other multi-media for the promotion and public presentation of the campus or District. Participate in the development of web policies, practices and standards and web marketing strategies. Work closely with Webmasters and coordinate with other District personnel to insure programs are properly presented.

5. Create, execute and review fund development, marketing and advertising campaigns as they relate to the Foundation, scholarships, industry support of special events, publications, and partnerships and to increase student enrollment. Research potential donors and estate planning networking groups, and help to facilitate a major gift campaign that involves active research, planning, implementation and evaluation and develop marketing program objectives and methodologies.

6. Assist visitors and representatives of the media attending District or campus functions. Coordinate and publicize special campus, District and community events.

7. Serve as a committee member and represent the campus or District at a variety of community organizations, meetings, and boards including District Marketing Committee, President's Kitchen Cabinet, College Executive Council, Citizens' Advisory Council, College Foundation Board of Directors, and the College's graduation. May act as spokesperson at internal and external events regarding campus or District program objectives and methodologies. Investigate and resolve matters of significance for President. May handle complaints and grievances.

8. Maintain up-to-date knowledge of advancing technologies and multi-media for marketing, advertising, public relations, and desktop publishing including multi-media audio, video, Internet, animation, digital cameras, magnetic optical drives and other marketing/publishing tools. Master complicated publishing-related software and have advanced technical knowledge of computer hardware and related peripheral devises (flatbed and slide scanners, digital cameras, CD-ROM burners, zip drives, laser printers, etc.)

9. Provide work direction, training and supervision to staff in campus communications. Oversees and provides direction of work to staff, students, professional services, and writers

10. Provide leadership in the effective development of policy and management of the college website as a marketing tool, assuring that it reflects a desired "image" through its design, structure and content for public access.

11. Advise the President on a variety of matters including media, government and community relations and special events. Advise Vice Presidents, Deans and Academic Senate Officers on special events, media, government and community relations.

12. Operate microcomputer or mainframe computer in the design of web sites, graphics, and other multi-media properties.

13. Prepare, produce and monitor budgets and reports.

14. Perform related duties as assigned.

DESIRABLE QUALIFICATIONS

Knowledge:

Advancing technologies and multi-media available for cutting-edge marketing, advertising, public relations, customer service and desktop publishing.
Communication methods of the Internet.
HTML, PDF, cross-platform word processing document transfer and translation.
Image delivery features they support (sic); dial-up protocols and implications of connection speeds; search engines, directories, spiders, 'bots; (sic) and strategies to increase internet visibility.
Journalistic styles of writing and editing.
Management of office operations.
Principles and practices of supervision, training and motivation
Merits of JPEG and GIF image file formats; principles and practices of image optimization.
Oral and written communications skills.
Principals of information architecture and user interfaces.
Principles and techniques of establishing and maintaining good internal and external public relations.
Principles and techniques of graphics design, standards and printing services, desktop publishing, donor software, photography, inter-viewing, speech writing, editing and proofreading and multi-media presentation development.
Principles and techniques of public relations, marketing, fund raising and advertising.
Special events coordination.
Techniques of preparing, producing and disseminating information, using all major communication media.

Technological advancements related to the requirements of the position.
Web browser characteristics including AOL, Netscape, Explorer.
Web languages such as HTML, JavaScript, CGI, QuickTime, Flash, web-specific color standards including hexadecimal codes, web-safe colors, color dithering, adaptive/system/web color palettes.

Skills and Abilities:

Analyze situations accurately, determine public relations consequences, and recommend effective courses of action.
Communicate effectively orally and in writing.
Design, modify and evaluate multimedia, Internet and video instructional packages, multimedia modules and other instructional media.
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Establish and maintain effective and cooperative working relationships with others.
Establish schedules and meet deadlines.
Evaluate the news value of campus or District activities.
Exercise discretion and independent judgment.
Expertise in cross-device color management; color density, saturation, hue/value and how to manipulate them for a quality product and accurate representation of colors.
Expertise in offset multi-color printing processes, presses, their capabilities and limitations.
Expertise of ink formulations; specialty techniques such as foil stamping, embossing, aqueous coating and lamination; binding and folding methods.
Expertise of postal regulations for content (for adherence to nonprofit rate regulations), mailing panel placement, indicia format, and rate implications of publication sizes, weights and manner of mailing and addressing (e.g., Bulk vs. First class).
Expertise of web authoring and Internet technology.
Highly skilled with Microsoft applications includes Word, Excel PowerPoint, the Internet and distance learning-related classes.
Instruct and train faculty, staff and students on standard software applications and instructional development processes.
Plan a public information program.
Research and prepare reports; maintain records.
Technical skill sets related to information architecture and web media design and delivery for the internet; web-related marketing concepts and strategies; federal regulations for accessibility for the disabled; and new, unlighted implications for copyrights.
Train and provide work direction and guidance to others.
Write clear, concise and effective public information materials.

Training and Experience:

Any combination of training and experience equivalent to: a Bachelor's degree with a major in Communications or related degree and two years of increasingly responsible public relations experience plus two years of increasingly responsible or technically complex fund development plus two years of increasingly responsible or technically complex web design and development.

License:

Valid California driver's license.

WORKING CONDITIONS

Physical Requirements:

Category III, usually minimum requirements.

Environment:

Favorable, usually involves an office.