

## College of the Redwoods

## Position Description

Position: Communications and Marketing Coordinator	Position Number:
Department: Communications and Marketing	FLSA: Non-exempt
Reports to: Executive Director of Foundation/Public Relations, Marketing and Communications	Salary Grade: 115

### **Summary**

Provides support to the District's external and internal communications functions by researching, preparing, and communicating timely and accurate information, ensuring consistent quality of content and dissemination using a variety of communication platforms. Operates a centralized document publishing service for staff and students.

### **Essential Duties and Responsibilities**

- Operates a digital print, work flow system that scans document originals into a file server for printing or conversion to other useable file formats. Retrieves printable files sent through electronic mail or in ticketing system.
- Oversee print jobs and distribution of print materials for the District.
- Provides general maintenance and working order of printing equipment.
- Operates high speed production copier or other copy machines, binding equipment or other related printing equipment. Sets machine for desired function and other settings. Prepares documents to be presentation quality and for distribution.
- Uses desktop publishing or other computer software, including Adobe InDesign, produces documents such as business cards, certificates, print ads and posters.
- Produce tracking reports and analyses for all media channels, including, but not limited to: television, newspaper, radio, website, and social media.
- Prepares presentation materials which could include charts, graphs, and images by integrating content to graphics, spreadsheets, and desktop publishing applications.
- Accounts for and posts financial transactions or other data and maintains various department information onto establish data entry formats. Searches out information in departmental records and files.
- Supports media relations activities and requests, including personal contact with media, preparation of media press releases and other written communications, and providing appropriate responses to media inquiries.
- Maintains event calendars on the website using a content management system.
- Broadcasts email communications using group email applications.
- General purpose photography for the District, including but not limited to: photographs of various campus functions and activities.

- Monitors inventory of outreach and marketing materials, such as brochures and posters, and re-orders them for availability and distribution throughout the CR District.
- Processes routine documents of moderate complexity requiring knowledge of the special terminology, policies and procedures of department or area of specialized function.
- Prepares and posts general news content for conveyance to internal and external audiences via printed (e.g., newsletters, brochures, and articles) and web-based platforms. Researches, organizes, writes, and prepares layout for written products.
- Provides general support for District public relations and marketing activities.
- Monitors, moderates, and creates content for the District's social media accounts.
- Performs other duties as assigned that support the overall objective of the position.

## **Qualifications**

### **▪ Knowledge and Skills**

The position requires working knowledge of communications media techniques and administrative support to internal and external communications. Requires knowledge of and skill at using personal software applications for document design and production, broadcasting communications, content management, and social media. Requires the ability to operate digital cameras. Requires a working knowledge of copy, binding, and ancillary equipment used for making copies and assembling completed materials. Must know how to perform routine maintenance on equipment and resolve problems such as paper jams and image quality. Knowledge of basic record keeping and clerical duties required. Requires good English, grammar, spelling, punctuation and math skills. Must have sufficient communication skills to project a positive image and convey basic information to customers.

### **▪ Abilities**

Must be able to produce work with limited supervision. Requires the ability to prioritize projects in order to meet deadlines and established schedules. Must be able to operate required equipment in a safe manner. Must be able to communicate courteously with staff and students on routine matters. It is essential that the incumbent be able to perform duties in a manner that follows accepted safety standards for lifting, carrying and moving of heavy materials or objects.

### **▪ Physical Abilities**

Requires standing for prolonged periods, lifting, carrying or moving medium weight materials (up to 50 pounds), bending and stooping. Requires sufficient visual acuity and accommodation to bring items into sharp focus, to read diagrams, words and letters; hand eye coordination to operate buttons and dials; sufficient forearm, hand, and finger dexterity to move and place objects; to observe safety rules and procedures. There may be exposure to fumes from printing chemicals.

- **Education and Experience**

The position typically requires an Associate of Arts degree in graphic arts, business communications, or equivalent discipline and one year of experience (which may be concurrent) in a media communications, publishing, or graphic arts capacity.

- **Working Conditions**

Work is performed indoors where some safety considerations exist from physical labor, and handling of light-to-medium weight, yet, awkward materials.