



COMMUNICATIONS ASSOCIATE

SALARY GRADE: [C1-54](#)

DEFINITION:

Under the supervision of the Director of Marketing/Communications and Development, provide extensive support for the department and director; organize office workflow and conduct daily operations using independent judgment; act on behalf of and in lieu of the director upon request; and research, develop, draft, write, edit, proofread, obtain approval of, produce and disseminate a broad range of college communications, materials and publications using appropriate communications vehicles and technology.

DISTINGUISHING CHARACTERISTICS:

In collaboration with the director, the Communications Associate performs day-to-day oversight of department operations, demonstrating appropriate judgment, decision-making, discernment and flexibility. The incumbent will write, copyedit and proofread with skill, efficiency, adaptable voice and tone, accuracy and meticulous attention to detail while using Associated Press (AP) style; edit for content and effectiveness; ensure consistency of messaging; and possess advanced knowledge of grammar, spelling and word usage.

EXAMPLE OF DUTIES AND RESPONSIBILITIES:

Duties may include, but are not limited to, the following:

1. Plan, schedule, develop, research, draft, write and edit internal and external communications, materials and publications (e.g. employee communications including the internal electronic newsletter; website articles; web portal notices; electronic billboard postings; social media communications; news releases; scripts; advertisements; general catalog content; electronic and printed marketing collateral; presentations; etc.); produce and disseminate materials as appropriate.
2. Recommend ongoing improvements to current communications vehicles and the incorporation of new methods.
3. Advise college program representatives of strategic, effective messaging, content and presentation of online and printed materials.
4. Collaborate with director in overall direction and implementation of day-to-day operations, using advanced problem-solving and decision-making skills; program planning and ongoing improvement through focus groups and other measures; formal program reviews.
5. Plan, coordinate, schedule and monitor department work and deadlines; develop annual master calendar. Accept, schedule and respond to service requests.
6. Collaborate with Curriculum Office in scheduling and tracking of annual catalog content.
7. Assist in crisis communications and related message dissemination as assigned.
8. Monitor college press coverage and relevant education, community and government news; track social media mentions of the college.
9. Serve in backup media spokesperson role as assigned.
10. Remain current in all media, including social media, and emerging media trends.

11. Advise and collaborate with college program representatives regarding strategic, effective messaging, content and presentation of online and printed materials.
12. Develop draft of and monitor office budget; prepare, track and ensure payment of expenses and contracts.
13. Serve a central role in campus event promotion; proactively seek and maximize internal and external informational and promotional opportunities.
14. Develop, maintain and edit assigned webpages.
15. Participate in event planning as assigned.
16. Create and produce simple signage using office equipment; use or become quickly familiar with basic design and photo-editing tools.
17. Perform simple photography.
18. Create and maintain electronic repositories of office archival materials and relevant press articles.
19. Oversee the work of student workers and external vendors (e.g. advertising representatives and photographers) as assigned.
20. Serve as a liaison to campus programs and services.
21. Use computers, software and other tools relevant to communications work; operate various technology-based communications vehicles, including the web content development system, web portal, electronic billboards, building monitors with messaging capabilities, etc.; maintain currency in available software and technological knowledge.
22. Perform all related duties as assigned.

EMPLOYMENT STANDARDS:

Knowledge of:

1. Writing skills, techniques and adaptation of communication style to audience.
2. Content editing, line editing and copyediting.
3. Advanced grammar and proofreading skills.
4. AP Style Guide with attention to ongoing updates.
5. Research and fact-checking skills.
6. Workflow planning and organization methods.
7. Traditional, current and emerging media, including social media.
8. Public affairs and government.
9. Current and evolving student communication needs and practices.
10. Basic budgeting skills.
11. Interpersonal skills using tact, patience and courtesy.
12. Operation of a computer and assigned software and other tools.
13. Familiarity with typical software used in marketing/communications environments and ongoing commitment to professional development in technical skills.
14. Basic photography skills.

Ability to:

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.

2. Support, implement, and promote advancement of the district's Diversity and Equal Opportunity Plan in all aspects of employment and education and view marketing/communications as a vehicle for social justice.
3. Engage and encourage participation in the life of the campus and broader communities.
4. Write with skill and efficiency in reportorial and creative styles, adapting tone, voice and technique as appropriate for various audiences and vehicles.
5. Produce error-free work with meticulous attention to accuracy and detail.
6. Edit for content, effectiveness and consistency.
7. Copyedit and proofread using AP style.
8. Demonstrate initiative and proactivity with discernment and discretion.
9. Demonstrate ongoing commitment to professional development in subject matter and skills upgrading.
10. In collaboration with the director, provide overall guidance to and implementation of all day-to-day operations, demonstrating problem solving and decision-making.
11. Work on multiple projects simultaneously; understand organization and prioritization of workflow.
12. Implement program policies and guidelines.
13. In collaboration with the director, provide for program reporting and ensure accountability.
14. Prepare comprehensive reports and reviews.
15. Establish and monitor program budgets.
16. Establish and maintain congenial, cooperative and effective working relationships with others.
17. Operate a computer, software and assigned office equipment including various and evolving communications tools.
18. Analyze situations accurately and adopt an effective course of action and flexibility as necessary.
19. Meet deadlines.
20. Work independently with minimal direction.

Education and Experience

Any combination equivalent to:

1. Bachelor's degree in journalism, communications, English, or other liberal arts or related field.
2. Two (2) years of relevant experience in journalism, media, communications, public relations, marketing, advertising or related field.

WORKING CONDITIONS:

Environment:

1. Office environment.
2. Campus environment.

Physical Abilities:

1. Hearing and speaking to exchange information in person, on the telephone and in online conferences.
2. Dexterity of hands and fingers to operate computer keyboard and other technology.
3. Vision to read various materials.
4. Standing for extended periods of time.
5. Reaching overhead, above the shoulders and horizontally.
6. Bending at the waist, kneeling or crouching.
7. Lifting, carrying, pushing or pulling objects up to 20 lbs.
8. Traveling across campus to participate in and/or document events.

Date Approved: July 2013

EEO Code: H-30