



PUBLICATIONS, PUBLICITY AND EDITORIAL COORDINATOR

SALARY GRADE: [C1-56](#)

DEFINITION:

Under the direction of the Director of Marketing and Communications, coordinate media relations, publications and marketing services to inform the public, potential students and participants of college programs, services and events; oversee all college publications and coordinate deadlines and editorial content, coordinate editorial content for college Web site, create marketing materials, train and provide work direction to assigned personnel. Coordinate media relations, publicity and internal/external communications within the college including crisis communications.

EXAMPLE OF DUTIES AND RESPONSIBILITIES:

Depending upon assignment, duties may include, but are not limited to, the following:

1. Direct the college's media relations and publicity program. Oversee the college news bureau and the writing of press releases and publicity materials for the college. Coordinate crisis communications and serve as first point of contact for the media on a day-to-day basis. Works directly with the college president, district chancellor and other college administrators in handling requests from the media and other media issues. Research, write, edit and distribute news releases, news e-mails, public service announcements and media advisories covering college programs, staff, services, events and other newsworthy items.
2. Coordinate, and serve as senior editor for, all college publications and some district publications. Provide editorial coordination and oversight for the production of class schedules, college catalogs, external newsletters, marketing and promotional materials, annual reports, and reports such as the accreditation report and the master plan. Provide editorial coordination for marketing and promotional publications such as print advertisements, view books, program brochures and a variety of collateral materials. Establishes timelines and deadlines and ensures deadlines are met.
3. Write a variety of correspondences for the President including the monthly President's Report to the Board of Trustees.
4. Oversee editorial content for the college Web site. Review content and write content for the Web site on an ongoing basis. Update homepage with current news and events. Provide direction to college Web Coordinator in designing new online communication and marketing methods. Conduct ongoing review and updates of college Web page to ensure accuracy.
5. Direct graphic designers in creating publications and marketing materials. Provide creative direction and oversee and review work, implement publications schedules and timelines.
6. Create and maintain mailing lists utilizing database software for news distribution, specialized media, community groups and college support organizations.
7. Conduct photo shoots and photograph various events and activities in color, b/w and digital media for college publications/Web site. Maintain photo equipment.
8. Coordinate the college database and filing system of news clips and resource information. Coordinate news archiving on Web site, news bulletin board, media statistics and news resource files.
9. Oversee and direct the movement of various media on campus, including television and print journalists.
10. Train others in the correct usage of the college's editorial guidelines in creating publications and Web pages.
11. Represent the college President, the Director and the College at various public meetings and public networking events. Attend a variety of meetings, including FHDA Board of Trustees meetings.

12. Write speeches and prepare scripts as needed for the college president, board of trustees members and college administrators.
13. Coordinate various college events such as groundbreaking ceremonies, chamber mixers, opening day ceremonies and lecture presentation.
14. Perform related duties as assigned.

EMPLOYMENT STANDARDS:

Knowledge of:

1. Methods of marketing and effective recruitment strategies and techniques.
2. News writing, publicity methods, media relations and crisis communications.
3. The news media and methods of news distribution, information management and mailing lists.
4. Public relations techniques and methods.
5. Strong oral and written communication skills, strong editing skills and the ability to manage large documents.
6. Basic Web site operations and ability to update web pages. Methods and techniques of preparing and coordinating online material.
7. Methods and techniques of Web marketing and e-commerce.
8. Operation of various hardware and equipment, including scanners, digital cameras and printers.
9. Methods of speech writing and public speaking techniques.
10. Diverse academic, socioeconomic, cultural, ability and ethnic backgrounds of college students and colleagues.
11. Methods and techniques of preparing, coordinating and printing publications.
12. Methods and techniques of news reporting, interviewing, research and news writing.
13. Correct English usage, grammar, spelling, punctuation and vocabulary.
14. Applicable sections of State Education Code and other laws.
15. Record-keeping techniques.
16. Interpersonal skills using tact, patience and courtesy.

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. Coordinate and edit large publications such as the Heights Newsletter, schedule and catalog, establish timelines and meet deadlines.
3. Operate well in crisis situations, understand and use techniques of crisis communications.
4. Update Web pages, review Web site for accuracy and consistency.
5. Use web-authoring software.
6. Develop marketing materials to generate enrollment and support outreach.
7. Carry out a media relations program to generate publicity for college faculty, events, achievements, and ongoing activities.
8. Write and edit clear, concise, accurate and effective information materials for public distribution.
9. Train others, work independently with little direction.
10. Establish and maintain cooperative working relationships with clients and colleagues such as the College President, faculty, staff and community.
11. Analyze situations accurately and adopt an effective course of action.
12. Represent the college in public meetings and presentations.
13. Communicate effectively both orally and in writing.

Education and Experience

Any combination equivalent to:

1. Bachelor's degree in marketing, public relations or related field
2. Three (3) years experience in publications, public relations or newspaper editorial management with emphasis on writing and editing.

WORKING CONDITIONS:

Environment:

1. Office environment
2. Constant interruptions

Physical Abilities:

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate computer keyboard.
3. Seeing 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 heavy objects up to 30 lbs.

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