



COMMUNICATIONS ASSOCIATE

DEFINITION

Under general supervision, performs a variety of administrative support duties in support of the Office of Communications; monitors and develops content for the College's social media accounts; researches, fact-checks, and drafts internal and external communications of a routine to moderate nature; coordinates project workflow for the office; provides executive assistance to the Associate Vice President; provides highly responsible and complex support to office staff responsible for the development and publication of college marketing and communications materials and web content; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Associate Vice President. Exercises no supervision of staff.

CLASS CHARACTERISTICS

This classification is responsible for performing a variety of specialized technical and administrative support functions for the Office of Communications. Incumbents are expected to possess knowledge of writing, copyediting, and proofreading techniques to develop content for internal and external communications as well as provide administrative support for the Office including project workflow coordination, budget administration, and administrative assistance. This class is distinguished from other Marketing and Communications classifications by the performance of administrative support duties.

EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)

- Coordinates and monitors the College's social media presence; ensures social media communications are consistent with established style, voice, and branding protocols; develops content and responses for the College's social media accounts; tracks references to the College on social media.
- Researches, develops, drafts, and edits content for a variety of internal and external communications in digital and hard-copy formats including newsletters, brochures, pamphlets, web content, electronic billboards, news releases, scripts, and advertisements utilizing Associated Press (AP) style; coordinates, produces, and disseminates marketing and communications materials; designs and produces routine signage; obtains graphics relative to the subject matter for communications.
- Collaborates with and advises others on strategic and effective messaging, content, and presentation of online and printed materials; makes recommendations for improvement and optimization of current communications vehicles and the incorporation of new methods.
- Oversees and coordinates project workflow for the Office; receives requests from and discusses project objectives, timelines, and budgets with client departments/offices, consults with Communications Office staff at appropriate project milestones, and follows the project through its lifecycle; coordinates appropriate outreach activities following project completion such as updates to the calendar of events and electronic billboards.
- Develops general course catalog content; coordinates submission and compilation of the general course catalog in collaboration with the Curriculum Office.

- Provides executive assistance to the Associate Vice President including collaborating on overall direction and daily operations of the Office as well as program planning and improvement; monitors the Associate Vice President's calendar; responds to and initiates meeting requests on behalf of the Associate Vice President.
- Coordinates project, program, and operational budget tracking and reconciliation processes; monitors and tracks expenditures and revenues; processes invoices and prepares chargeback documentation; verifies budget and account codes; develops budget reports as needed.
- Plans, coordinates, oversees, and serves as key contact person for a variety of special events.
- Stays abreast of new trends and innovations in the field of web and social media technologies.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and techniques of traditional and digital marketing.
- Practices and techniques of utilizing social media as a marketing and communications vehicle.
- Attributes and characteristics of various styles of writing, such as Associated Press style, and the appropriate adaptation of communication style for targeted audience.
- Fundamental principles and practices of developing, writing, formatting, and editing creative content for internal and external web, social media, and print communications.
- Applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
- Techniques and methods of data research, synthesis, organization, and interpretation.
- Record keeping and filing systems and methods.
- Basic business arithmetic.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, students, and District staff, including individuals of diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation.

Ability to:

- 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.
- Write and edit clear, concise, accurate, and effective content for internal and external communications by adapting tone, voice and technique as appropriate for various audiences and vehicles.
- Assist in developing and implementing goals, objectives, policies, procedures, work standards, and internal controls for assigned functional areas.
- Coordinate and oversee assigned administrative, budgeting, fiscal reporting, programmatic, and project coordination activities.
- Plan, organize, and carry out assignments from management staff with minimal direction.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Maintain accurate records and files.
- Perform arithmetic, financial, and statistical computations accurately.

- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Effectively use and keep current with computer systems, software, and modern business equipment to perform a variety of work tasks.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in English, journalism, marketing, communications, or a related field OR possession of an Associate's degree with major coursework in English, journalism, marketing, communications and two (2) years of responsible administrative or clerical support experience.

Licenses and Certifications:

None.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 10 pounds with the use of proper equipment. Reasonable accommodations will be made for individuals on a case-by-case basis.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.

Salary Grade: C1-54

FLSA: Non-Exempt

EEO Code: H-30

Board Approved: April 2021