



COORDINATOR, DEVELOPMENT AND COMMUNICATIONS

DEFINITION

Under general supervision, coordinates, organizes, and performs complex and responsible duties related to the development, preparation, and implementation of strategic internal and external communications and public information activities of the Foothill-De Anza Foundation (Foundation); writes, edits, and develops content for a variety of communication vehicles such as websites, social media, and print publications; coordinates and provides support to District-wide alumni relations and engagement programs; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned supervisory and managerial staff. Exercises no supervision of staff.

CLASS CHARACTERISTICS

This is a coordinator class responsible for coordinating Foundation communications, public information, and alumni relations and engagement activities and services. The work has technical aspects requiring the interpretation and application of policies and procedures and involves frequent contact with students, faculty, and outside organizations and individuals. Positions work on tasks that are varied and complex, requiring the use of considerable discretion and independent judgment in performing assigned work, or ensuring the efficient and effective functioning of an assigned program or operational area. Assignments are given with guidelines and incumbents are responsible for establishing objectives, timelines, and methods to deliver work products or services. Work is reviewed for soundness, appropriateness, and conformity to policy and requirements.

EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)

- Coordinates communications and public information activities including creating and maintaining the Foundation's website and social media accounts by writing, copyediting, and proofreading content; creating graphics and videos; designing, assembling, and posting webpages; and sending out various correspondence.
- Working with the Assistant Director, designs and edits and writes content for newsletters, news releases, brochures, catalogs, reports, social media posts, video scripts, and other internal and external communications.
- Researches, organizes, and interprets information from various sources to create original content and designs for various audiences.
- Coordinates alumni relations and engagement activities by collaborating with other District programs, divisions, and departments to build connections between and facilitate continued engagement and support for alumni and the District.
- Coordinates with College Graduation Offices to ensure proper transfer and coding of alumni records.
- Organizes and maintains accurate and detailed databases, files, and records, verifies accuracy of information, researches discrepancies, and records information.
- Prepares a variety of reports according to established procedures and practices.
- Plans, schedules, organizes, and assists with various Foundation events and related activities.

- Provides staff support to the Foundation Board, including attending and taking notes and assisting with compiling meeting agenda items and supporting documentation.
- Responds to inquiries and requests for information; interprets and applies regulations, policies, procedures, systems, rules, and precedents in response to inquiries and requests.
- Stays abreast of new trends and innovations in the field of communications, public information, and alumni relations programs; monitors changes in laws, regulations, and technology that may affect District operations; implements policy and procedural changes as required.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and service delivery needs related to the development and implementation of communications, public information, and alumni relations and engagement activities and services.
- Principles and practices of effective website and social media account design and layout including user interface, navigation, and search engine optimization.
- Different attributes and characteristics of various styles of writing, such as Associated Press style, and the appropriate adaptation of communication style for targeted audience.
- Principles and practices of developing, writing, formatting, and editing creative content for internal and external web, social media, and print communications.
- Content management systems.
- Procedures for planning, implementing, and maintaining a variety of presentations, activities, and events.
- Applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
- Principles and practices of data collection and report preparation.
- Business letter writing and the standard format for reports and correspondence.
- Record keeping and filing systems and methods.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Modern office practices, procedures, technology, and computer equipment and applications.
- 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.
- Develop and implement assigned services and activities in an independent and cooperative manner, evaluate alternatives, make sound recommendations, and prepare reports.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local laws, rules, regulations, ordinances, and District policies and procedures relevant to assigned area of responsibility.
- 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.

- Understand the organization and operation of the Colleges and District as necessary to assume assigned responsibilities.
- Interpret, summarize, and present information and data in an effective manner.
- Maintain accurate databases, records, and files.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Organize own work, set priorities, and meet critical time deadlines.
- Effectively use 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, communications, marketing, graphic design, or a related field and one (1) year of increasingly responsible experience in marketing, communications, or publications with an emphasis on writing and editing in a digital environment, preferably in an educational setting.

Licenses and Certifications:

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; 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 20 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: C1-60

FLSA: Non-Exempt

EEO Code: H-40

Board Approved: April 2021

