

Media Relations Coordinator
(Classified Bargaining Unit Position)
(Range 36)

DEFINITION

Under general supervision of the Executive Director of Foundation/Advancement coordinate the release of district news to the local print and electronic media, write news releases, and assist the executive director in media relations and increasing positive brand in the community. Coordinate the production of district publications, including press releases, brochures and newsletters Act as the public information officer for the district. Coordinate the placement of advertising on television and radio and support the goals of the district, especially the needs of the Enrollment Management Committee. Post college calendar and news releases to the college website, maintain and update the Public Information and Marketing web page. Work with the Foundation Accountant to facilitate department expenditures. Perform other duties as required by the executive director.

DISTINGUISHING CHARACTERISTICS

The Media Relations Coordinator is distinguished from other classes in that incumbents must possess a high level of knowledge about district programs, policies and services and the ability to effectively communicate information about the district for widespread distribution to the public and news media. The position requires an understanding of advertising and marketing principles and knowledge of the print journalism and broadcast industries. The position has a high consequence of error in that information is distributed widely throughout the county and has a direct impact on enrollment, public perception and participation in district activities.

The position requires daily interaction with district managers, faculty, and staff, and frequent contact with the public and the news media, therefore requiring sound judgment, tact, and diplomacy. This position is deadline-driven, task-oriented, requires the ability to juggle multiple assignments with competing deadlines and may require the incumbent to work evenings and/or weekends as required.

Incumbents in this position support student learning outcomes and institutional effectiveness by facilitating media relations and communications such as advertising, promotion and marketing practices that encourage support and enrollment at Cuesta College.

ESSENTIAL FUNCTIONS

- Serve as the principal contact for media representatives;
- Develop newsworthy topics and opportunities by collaborating with the Executive Director of Foundation/Advancement for strategic placement in the print and electronic media;
- Initiate and maintain positive relations with local print and electronic news media;
- Coordinate the release of district news to local print and electronic media, and research and write news releases;
- Coordinate the development of internal and external communications and research and write copy for the same;
- Research, write, and edit college publications;
- Schedule media interviews and tours in consultation with the Executive Director of Foundation/Advancement;

- Update and maintain marketing information on the district's website, including news releases and college calendar;
- Update and maintain the Public Information and Marketing web page;
- Organize and oversee the day-to-day functions of assigned office;
- Develop and maintain mailing lists of news media, government officials, current and past employees;
- Meet and work with the public, students, and college staff in routine situations;
- Train and oversee the work of clerical assistants and student workers;
- Represent department at meetings, events, and other activities;
- Take photographs suitable for reproduction in publications;
- Serve on the District's Emergency Response Team;
- Perform other related duties as required.

Essential functions of particular positions within classifications may vary because job duties may vary by work location.

QUALIFICATIONS

Education:

Required

- Associate degree or the equivalent; in public relations, journalism, broadcasting or communications.

Preferred

- Bachelor's degree preferred in public relations, journalism, broadcasting, or communications.

Experience:

Required

- Two years experience in working in a newsroom or in a public relations capacity.

Or any equivalent combination of education and experience.

Knowledge of:

- Journalism style and practices;
- Personal computer and word processing;
- Database management programs;
- Basic web design computer programs;
- Basic accounting procedures and practices;
- Modern office practices, procedures, and equipment;
- Current technologies, personal computer and associated office software such as word processing, spreadsheet, presentation and/or database software;
- Correct usage of English, grammar, spelling, punctuation, and vocabulary;
- Methods of writing correspondence, reports, and new releases;
- Efficient record keeping;
- District policies, and procedures.

Ability to:

- Establish and maintain cooperative working relationships with those contacted in the performance of duties;

- Communicate effectively orally and in writing;
- Demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of staff and students and of staff and students with physical and learning disabilities.

Physical ability to:

- Read and comprehend printed matter and text and data on computer monitors;
- Communicate intelligibly and effectively via speech, telephone, written correspondence, and/or email;
- Sit or stand for extended periods of time;
- Lift and/or carry 40 pounds;
- Work at a desk, conference table, or in meetings of various configurations;
- Exert manual dexterity sufficient for keyboard and other office equipment operation.

License and Certificates (current within the last year):

Required

- Minimum 50 wpm Keyboarding/Typing certificate;
- Valid Driver's License and eligible to obtain a California driver's license upon hire.

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