



**COMMUNICATIONS ASSISTANT/CSC
VSC UP PAT BARGAINING UNIT**

**Grade 10
NON-EXEMPT**

BASIC FUNCTION

To assist in the production, coordination and execution of services within the Communications Department for the College.

CHARACTERISTIC DUTIES & RESPONSIBILITIES

- Assist with the function of the College's web services, including but not limited to, keeping the College's website updated.
- Create web pages from templates for College's programs and departments.
- Perform routine maintenance on College's web site. Work with faculty, staff and students to improve and keep information updated and current on selected pages.
- Serve as videographer and/or photographer for college related assignments as appropriate.
- Assist in writing and distributing press releases on a variety of topics.
- Plan and coordinate the distribution of student names on the President's List, Dean's List and for graduation. Correspond with different newspapers for publication of lists. Maintain media database.
- Participate in the production of the College's publications, including but not limited to, writing, editing and proof reading.
- Create College announcements, invitations, and programs as directed.
- Order and maintain necessary supplies and equipment for the department.
- Keep up-to-date on current developments in the field.
- Perform other duties as assigned.

SUPERVISION RECEIVED

General supervision is received from the Associate Director of Communications with general direction of work received from both the Director and the Associate Director of Communications.

SUPERVISION EXERCISED

None

MINIMUM QUALIFICATIONS

Associates or bachelor's degree business management, marketing, communications or other appropriate discipline, plus one or more years of relevant experience in related field or a combination of education and experience from which comparable knowledge and skills are acquired.

- Basic knowledge of Web software, preferably Dreamweaver.
- Basic knowledge of InDesign and Photoshop.
- Ability to learn new computer skills.
- Ability to write clearly and grammatically.
- Good writing, research and analytical skills.
- Good marketing and public relations skills.
- Photography and/or videography skills and experience a plus.
- Ability to work effectively within a department in a team system approach.
- Ability to consider, evaluate and discuss a broad range of opinions, interests, and demands with a professional attitude and demeanor.
- Ability to communicate appropriately with and represent the college to a broad range of individuals and groups, within and outside the College.

This general outline illustrates the type of work which characterizes the job classification. It is not an all encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification.