



Job Classification Description

COORDINATOR OF COLLEGE COMMUNICATIONS AND MARKETING/JSC VSC UP - PAT Bargaining Unit

**Grade 12
EXEMPT**

BASIC FUNCTION

To direct and coordinate a broad range of internal and external public information, communications and college relation functions for the college.

CHARACTERISTIC DUTIES & RESPONSIBILITIES

- * Plan, implement, administer, coordinate, monitor, and evaluate the specific programs, functions and services of the communications office, including operating policies, procedures and methods. Develop and modify programs and services in accordance with institutional needs and objectives.
- * Hire, train and supervise one staff member, as well as student assistants.
- * Plan, request and administer operating budgets for assigned functions.
- * Direct, coordinate and carry out a wide range of tasks related to the conceiving, design and production of College publications, including informational, promotional and recruitment materials:
 - carry out key planning tasks related to overall publication concepts, designs and approaches;
 - develop and manage publication budgets;
 - coordinate publication activities with and provide technical advice and assistance to other departments in developing publications related to their primary function;
 - coordinate and oversee work on publications done by outside printers, freelance designers, writers, and photographers;
 - do research related to, write and edit publications;
 - serve as photographer for various publications;
 - develop and implement production schedules.
- * Serve as editor of a campus newsletter and alumni bulletin. Develop/design concepts and story ideas; write and edit feature stories; take photos; coordinate or carry out layout; supervise production.
- * Play a key role in planning overall media contact strategies. Initiate and maintain contacts with local, regional and national media representatives, suggesting and promoting various stories related to College programs, events, achievements, and the like.

Coordinator, College Communications and Marketing, JSC, continued

- * Represent the College to and work closely with a wide range of other outside constituencies, such as community groups and government agencies in carrying out public information and college relation functions. Anticipate problems and controversies that might reflect adversely on the College and recommend appropriate responses or approaches.
- * Confer regularly with supervisor, other college administrators, staff, faculty, alumni, student groups, Trustees, and other internal constituencies to plan, coordinate and evaluate programs/activities, gather and disseminate information, provide technical assistance, resolve problems, and the like. In particular, coordinate Communications Office activities with the recruitment, marketing, public relations, and fundraising efforts of the Admissions Office.
- * Plan and administer appropriate department record systems.
- * Prepare various administrative/management reports and records.
- * Keep abreast of current developments in public information strategies and methods in higher education.

SUPERVISION RECEIVED

Direction is received from the Director of Public Affairs.

SUPERVISION EXERCISED

Administrative and functional supervision of one employee as well as student assistants.

MINIMUM QUALIFICATIONS

Bachelors degree in journalism, public relations or other appropriate discipline, plus four years of relevant public information/journalism experience, or a combination of education and experience from which comparable knowledge and skills are acquired.

- * Broad base of technical journalistic knowledge and skills (reporting, writing, editing, layout, design, printing, photography, and the like).
- * Public relations/information experience in higher education desirable.
- * Sound understanding of the goals and objectives, organizational and governance structures of a small four-year state college.
- * Good planning, organizational, administrative, budget management and supervisory skills.
- * Ability to deal effectively with and represent the College to a broad range of individuals and groups within and outside of the College, frequently regarding sensitive community relations issues; good public speaking skills.

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.

