

## **IMPERIAL COMMUNITY COLLEGE DISTRICT**

### **CLASS TITLE: PUBLIC RELATIONS SPECIALIST**

#### **BASIC FUNCTION:**

Under direction of the Director of Community and Media Relations, provide support to the Communications Department, assist media relations, advertising programs, community relations activities, planning and design of publications and development of Social Media and other web-based outlets.

#### **REPRESENTATIVE DUTIES:**

Maintain the college's designated social media platforms including Facebook and Twitter to promote student communication and access as well as promote business development and marketing objectives.

Assist in planning, development, implementation and evaluation of marketing and public relations programs;

Develop advertising campaigns, purchase advertising space and time; develop and help administer promotion budgets; develop advertising and marketing themes.

Assist the Director in media relations in both English and Spanish.

Coordinate projects with outside contractors.

Translate media and promotional materials as necessary.

Develop and Design internal and external publications.

Work with the director and/or campus committees, to assist with events such as press conferences, exhibitions, open house, career days, university days and other special events.

Represents the College as necessary, at public ceremonies and community events; assist with presentations to business, civic and professional organizations.

Assist in development and maintenance of media contact lists.

Proactively seek and recommend media opportunities to promote college.

Assist the Director in responding to external inquires promptly and accurately utilizing public domain information or as necessary, develop response materials and obtain necessary approvals prior to release.

Represents the department at various college shared governance and standing committees and community meetings

Drives to off- campus locations as necessary on behalf of the District.

Attend conferences and workshops as necessary.

Perform related duties and responsibilities as required.

**KNOWLEDGE AND ABLITIES:**

KNOWLEDGE OF:

Marketing- general knowledge of basic communications tools used to support marketing and public relations;

Communications and branding campaigns (i.e. media relations, advertising, collateral, events internet, etc.);

General knowledge of social media outlets;

Principles of establishing and maintain effective media and community relations, including professional standards, legal provisions and ethics;

District organizations, policies, procedures and programs;

Interpersonal skills using tact patience and courtesy;

English and Spanish oral and written communications techniques and skills;

Modern office procedures, methods, and equipment including computers and applicable software applications.

Basic math and budgeting procedures.

ABILITY TO:

Understand and interpret the diverse programs and services of a community college;

Communicate effectively with both the English and Spanish media;

Work independently with little direction;

Analyze and evaluate marketing objectives, identify target audiences, and select and customize appropriate strategies and themes;

Plan and organize work to meet schedules and timelines;

Work confidentially with discretion;

Incorporate technology into work practices and plans;

Work with and exhibit sensitivity to and understanding the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students;

Establish and maintain effective working relationships with those contracted in the course of work.

**EDUCATION AND EXPERIENCE:** A Bachelor's degree from an accredited college or university in a Marketing, Public Relations, Mass Communication, Journalism, Business Administration or a closely related field; two years of increasingly responsible experience in public information, media relations.

**LICENSES AND OTHER REQUIREMENTS:**

Bilingual in English and Spanish.  
Valid California driver's license.

**WORKING CONDITIONS:** Varies, but generally in an office environment.

**HAZARDS:** Driving a vehicle during potentially adverse weather conditions. Possible exposure to a variety of dangerous situations following college emergencies or disasters. Likely exposures to dissatisfied or abusive individuals.

**PHYSICAL DEMANDS:** Dexterity of hands and fingers to operate office equipment including a computer keyboard and peripheral equipment. Tasks may involve extended periods of time at the keyboard; hearing and speaking to exchange information in person or on the phone; sitting or standing for extended periods of times; walking/riding to various District/Community locations, meetings or events; lift, carry and/or move objects weighing up to 10 pounds.