Position Title: Media and Communications Coordinator

Department: Enrollment Management & Marketing

Employment Category: Administrative Support

Primary Location: District Wide
   Based on Sierra Vista Campus

FLSA Classification: Exempt

Parameters: Full-time; 12 months/year

Pay Grade: AS11

Position Summary: The Media and Communications Coordinator is responsible for assisting in the coordination and distribution of the college’s strategic internal and external communications.

Essential Functions: As defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

Duties and Responsibilities: Within the scope of college policies and procedures, this position:

Assists in identifying audiences and implementing communication strategies; assists in dissemination of college information, programs and materials; researches, composes, organizes and executes the delivery of information, internally and externally; distributes articles, press releases and social media posts; takes publication-quality photos and video for distribution to appropriate outlets; posts official news on the college website and relevant social media sites; tracks and reports college coverage.

Monitors and analyzes programs and activities at the college and assists in developing appropriate strategies for publicizing them; provides content and writes articles to support marketing and communications content department initiatives; researches industry for new writing trends and styles ensuring the college remains at the cutting edge of communications content and strategy.

Coordinates communications distributed to internal audiences; ensures print and electronic editorial content conform to established graphic and editorial standards and reflect the college’s brand attributes, messaging, mission and vision; writes, edits and schedules relevant internal announcements.

Serves as the public relations agent for the Athletics Department: disseminates college athletics programs and event news and information; supports the Athletics Department in the production of media guides, publications and related materials; oversees the management of press passes for sporting events; maintains the athletics website.

Performs related duties as assigned.

General Expectations: Employees are expected to accomplish assigned duties in an efficient, effective and competent manner and to strive for improvement and excellence in all work performed. Additionally, employees must understand the comprehensive role of the community college and cooperate and work harmoniously with students, faculty and staff, and the public. Employees will follow all college policies, rules, regulations and guidelines as they relate to this position.

Education and Experience Requirements:
Bachelor’s degree in journalism, public relations or related field from a regionally accredited institution of higher learning recognized by the US Department of Education
Two years writing or publications experience
An equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved may be considered.

Knowledge, Skills and Abilities:
JOB DESCRIPTION

Knowledge of college policies and procedures affecting assigned work
Knowledge of or ability to obtain organizational structure, workflow and operating procedures
Knowledge of laws, regulations and policies related to publishing documents
Knowledge of standard concepts, practices and procedures related to the position, including use of AP style, punctuation and syntax, and photography
Knowledge of communication and public relations principles, practices and techniques
Knowledge of writing and editing principles, practices and techniques
Knowledge of trends, developments and new technologies related to electronic and print media
Skill in online promotion and publishing processes, procedures and techniques, and an ability to adapt in a changing technological environment
Skill in information research and evaluation
Skill in creative, journalistic, and technical writing, editing and proofreading
Skill in creating, composing and editing and proofreading written materials
Skill in news and marketing value, and familiarity with media priorities and practices
Ability to take photographs suitable for print and electronic media
Ability to adapt in an ever changing technological environment
Ability to work independently, prioritize, follow multiple projects and tasks through to completion, with close attention to detail while contributing to team environment
Ability to relate to a diverse population in a professional and helpful manner, and to maintain composure when faced with difficult situations
Ability to communicate effectively, verbally and in writing, and to relate to others in a professional, helpful manner
Ability to analyze problems, identify solutions, and take appropriate actions to resolve problems using independent judgment and decision-making processes
Ability to establish and maintain effective working relationships with supervisors, other department staff, students and the public

Work Environment: Work is primarily performed under general supervision in an office setting with appropriate climate controls. Travel, early morning, evening, and weekend work may be required.

Physical Requirements: Essential functions of this position require: lifting, manual dexterity, ability to communicate.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body; involves sitting majority of time; walking and standing are required only occasionally and all other sedentary criteria are met

Mental Application: Utilizes memory for details, verbal instructions, emotional stability, critical thinking, adaptability and creative problem solving skills are important

Reports to: Assistant Dean of Enrollment Management & Marketing

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.