



TITLE	CLASSIFICATION	SALARY GRADE/ASSIGNMENT
PUBLIC RELATIONS ASSISTANT	CLASSIFIED	GRADE: K MONTHS:
BOARD POLICY REFERENCE: 2006/2007 CLASSIFICATION STUDY		Board Approved: 06/07

JOB DESCRIPTION:

Under general supervision, assist in coordination of the District's public relations activities including print and broadcast advertising, publication production, and special events promotions; assist in establishing and maintaining a consistent image for the District; assist in achieving marketing objectives; and perform related work as required.

SCOPE:

The Public Relations Assistant provides assistance to the Public Relations Manager in support of promotional activities; and coordinates functions of Public Relations Office in the absence of the Manager.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature.

1. Assists Public Relations Manager in planning, coordinating and executing public relations activities and events at the District to promote a positive image.
2. Assists Public Relations Manager and other staff in coordinating District print, broadcast and new media advertising campaigns.
3. Assists with production, delivery, distribution and payment of District publications such as class schedules, college catalogs, printed programs and brochures.
4. Assists with writing and distributing news releases announcing important college information and events; updates and maintains District's online calendar of events.
5. Coordinates media buys and reserves advertising space with appropriate media outlets; creates and maintains integrated campaign spec sheets and determines production deadlines.
6. Proofs print and broadcast copy for grammatical and typographical errors.
7. Arranges for timely purchase, acquisition, and solicit bids from vendors.
8. Arranges photo shoots with professional photographers and provides digital photography for publications and to record special events; maintains District's electronic photo archives; coordinates mass-mailings of weekly internal newsletter to retirees and other special mailings.
9. Oversees proofing and submission of District telephone listings used in telephone company directories.
10. Purchases supplies and maintains inventory; coordinates use of departmental display materials.
11. Monitors and reconciles advertising and supply budgets; maintains database and provides budget reports to Public Relations Manager as requested.
12. Trains and directs the work of student assistants.

EMPLOYMENT STANDARDS

ABILITY TO:

Assist in developing, implementing and evaluating public relations and marketing goals; work under pressure to meet deadlines; establish priorities; organize and handle a variety of projects simultaneously; coordinate production and printing of publications and promotional materials in an effective and appropriate manner; edit and proof written copy for publications, broadcast, and other media outlets; operate and use photographic equipment; communicate effectively in English; train and direct the work of student assistants; maintain cooperative working relationships ; demonstrate sensitivity to, and respect for a diverse population.

KNOWLEDGE OF:

Principles of public communications, information and relations; principles and techniques of printing and digital photography; proper trade practices, procedures, terminology, and techniques required for various graphic effects; correct English usage, spelling, punctuation and vocabulary; operation of personal computer software such as FileMaker Pro, InDesign, Word, Excel; budget and revenue control.

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

An associate's degree. Preference will be given to candidates with a specific degree/coursework in public relations, journalism, or related field.

Experience:

Two years experience working in publicity or public relations.

LICENSE OR CERTIFICATE:

This classification requires the use of a personal or District vehicle while conducting District business. Must possess a valid (Class C) California driver's license and an acceptable driving record.