

COMMUNICATIONS SPECIALIST

DEFINITION

Under general supervision, performs tasks in support of the College's marketing and communications efforts. The Communications Specialist helps to build relationships and positive associations with the public through communication and events, including writing and distributing news stories; writing and editing content for publications; taking, organizing, and sharing photographs; developing awareness and understanding of the College on social media and the web; answering questions from the public; supporting outreach or public events; representing the College at events; placing media advertising.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the assigned managerial personnel. Exercises no direct supervision of staff. May provide technical and functional direction to student workers or hourly workers.

CLASS CHARACTERISTICS

This is a journey-level professional classification that performs duties in the development of public affairs, public awareness and information, community relations and outreach, and media relations materials and program concepts. The incumbent is expected to be able to take assigned projects of moderate to significant difficulty and sensitivity and carry them through from initial concept to finished communications materials or events, utilizing sound judgment, the application of proven public/media relations and communications principles and skillful persuasive writing, and presentation approaches with a minimum of direction and supervision.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Researches, writes, proofreads, and edits a variety of material for the College, including news releases, news stories, web copy, public service announcements, newsletters, articles, brochures, and reports.
2. Provides emergency communication support, such as maintaining the communication plan; staying up to date on the campus emergency notification systems; developing and editing emergency communication templates, and information gathering, dissemination, monitoring, analysis, and planning.
3. Serves as College photographer for marketing projects, publications, brochures, website, and documentation of campus events; develops and maintains photo archives and graphic images; oversees outsourced photo shoots; performs photo enhancements.
4. Acts as media liaison resource and College spokesperson when directed.

5. Coordinates production of Performing Arts programs for the music, theater, and dance departments throughout the academic year, as needed; coordinates production of the Performing Arts annual brochure; writes, copies, and curates photography for the brochure; serves as liaison between staff, program directors, and graphic artists.
6. Serves as editor of College online news, regularly providing news and photographs online and in social media.
7. Assists in concept development, coordination, implementation, and participation in special events.
8. Represents the College at events, such as the Walnut Community Festival.
9. Confers with representatives of other departments, committees, and vendors as required by project assignments.
10. May develop or arrange for the development of public, media, and community relations materials in Spanish or other languages in addition to English.
11. Promotes an environment of belonging as it relates to diversity, equity, inclusion, social justice, anti-racism, and accessibility.
12. Provides quality customer service when interacting with the public, vendors, students, and College staff, including individuals from minoritized groups.
13. Supports and abides by federal, state, and local policies and Board Policies and Administrative Procedures.
14. Participates on committees, task forces, and special assignments, including, but not limited to, Screening and Selection Committees and mandated trainings as required.
15. Prepares and delivers oral presentations related to assigned areas as required.
16. Performs other related or preceding classification duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of supporting a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
2. Current theories, concepts, methods, and techniques of professional communication.
3. Principles and practices of writing in a variety of styles, including business, promotional, journalistic, and web.
4. Methods and practices applied in design and implementation of communications projects and programs.
5. Methods and techniques of modern photography, including lighting equipment, photo editing software and photo- and copy-editing principles, and organization and maintenance of electronic photo archives.
6. Public/media relations and communication industry practices and trends.
7. Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
6. Record-keeping principles and procedures.
7. Modern office practices, methods, and computer equipment and applications related to the scope of responsibility.

8. Techniques for effectively representing the College in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
9. Techniques for providing a high level of customer service by effectively interacting with the public, vendors, students, and College staff, including individuals of various ages, disabilities, socioeconomic levels, and ethnic groups.

Skills & Abilities to:

1. Advocate for and communicate the College's vision and commitment to creating a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
2. Participate in addressing gaps in diversity, equity, inclusion, social justice, anti-racism, and accessibility in the recruitment and retention of staff.
3. Participate in providing resources and support towards the goal of a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
4. Apply writing styles and techniques appropriate for differing business and journalistic/public relations purposes and for a variety of internal and external audiences.
5. Develop compelling communications for a variety of publications and platforms, including print and web.
6. Research, develop, proofread, and edit written materials accurately and concisely.
7. Establish and maintain a variety of filing, record-keeping, and tracking systems.
8. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
9. Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
10. Communicate effectively through various modalities.
11. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
12. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures; understand scope of authority in making independent decisions.
13. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

1. Equivalent to a bachelor's degree from a regionally or nationally accredited four-year college or university with major coursework in communications, journalism, public relations, public administration, or a related field; and
2. Five (5) full-time equivalent years of progressively responsible professional experience in professional writing, public and media relations, and programs and

projects similar to those administered by the College, which include responsibility for writing materials and designing graphic treatments.

Desirable Qualifications:

1. Experience working with policies and procedures relating to diversity, equity, inclusion, social justice, anti-racism, and accessibility preferably in a minority serving institution such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI); OR
2. Experience with participation in programs relating to diversity, equity, inclusion, social justice, anti-racism, and accessibility preferably in a minority serving institution such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI).

Licenses and Certifications:

The incumbent may periodically be required to travel to a variety of locations. If operating a vehicle, incumbents must have the ability to secure and maintain a valid California driver's license.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle to visit various meeting sites; vision to read printed materials and a computer screen; hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Incumbents in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and close to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects weighing up to 50 pounds.

ENVIRONMENTAL ELEMENTS

Incumbents work indoors and outdoors, and are frequently exposed to dust, fumes, and allergens and occasionally exposed to loud noise levels, inclement weather conditions, chemicals, mechanical and/or electrical hazards, and hazardous physical substances. Incumbents may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.