

**COMMUNICATIONS MANAGER****General Statement**

This is public relations work at the action level involved in planning and directing a community college marketing/outreach/economic development program. Under direction, the employee plans, writes, and publishes newspaper articles, press releases, publicity materials, television and radio public service announcements, web pages and other materials for various media. Public contact is extensive and includes College and District staff, media representatives, vendors, contractors, businesses, community organizations and other entities for the purpose of exchanging policy and procedural information. A high degree of independent judgment and creativity is required to select from a variety of alternatives to resolve minor and major problems that arise. Consequences of errors in judgment could be costly in public relations, employee time and in money. The Communications Manager can direct the work of other staff and student assistants as assigned.

**Duties and Responsibilities**

1. Exchanges information with staff, students, and outside representatives concerning publicity of programs and classes; prepares catalogs, class schedules; brochures, posters, bulletins, interviews, web pages, news articles, press releases, and other media; attends meetings, conferences and other events to obtain recent information related to communication and public information trends, strategies, resources, and other related marketing and communications activities; makes presentations to individuals and groups as a representative of the College; participates in Districtwide and community media and public relations projects and events as assigned.
2. Composes original copy for college publications, press releases, publicity materials, electronic media resources, public service announcements, electronic media and newspaper articles; researches and documents background information, community and media resources, sponsors, statistics and other data and contacts; edits and finalizes written materials and information submitted by various constituency representatives and contributors.
3. Creates the look and feel of the College's web pages, which effectively communicates information and ideas, including layout and organization of the site, the types of colors or images to use (photos, illustrations, videos, etc.), and other matters concerning overall graphic design.
4. Uses a variety of computer software to originate, edit, format and present a variety of narrative, graphical and other information for printed materials; uses a variety of software to compose and produce correspondence, memoranda, special and regular reports, and to monitor expenditures, media resources, vendors, and other data;
5. Directs the work of clerical and other staff, and student assistants as assigned, coordinates the timelines and work of printers, photographers, writers, graphics designers, artists and other publications and publicity event contributors;
6. Participates with other College staff in special event planning, publicity, scheduling, staffing, recording and evaluation; assists College staff, outside organizations, businesses, and other educational and community groups by developing supplemental event publicity materials and media, and/or providing other resources.

**Desirable Skills and Abilities**

1. Knowledge of effective strategies, techniques and procedures used in public information.

2. Knowledge of available media, community, vendor, contractor and business resources for use in developing, preparing, distributing, and evaluating cost effectiveness and results of publicity and other communications activities.
3. Skill in leading, supervising, planning, coordinating and evaluating the work of others.
4. Knowledge of college demographics and applicable policies and procedures related to marketing.
5. Demonstrated skill in marketing techniques, website management, promotional materials production and event coordination;
6. Knowledge of software functionality as well as graphic design skills to create successful web pages.
7. Ability to create the look and feel of web pages, including graphic design that effectively communicates the ideas being promoted (layout and organization of the site, types of colors or images and other matters concerning overall graphic design).
8. Demonstrated skill in the use of a variety of computer software to set up and maintain documentation, prepare presentations, reports, web pages, computer graphics, lay-outs, correspondence and other materials.
9. Skill in establishing and maintaining effective working relationships with people at all levels within an organization.
10. Ability to work effectively as part of a customer service team.
11. Fluency in Spanish, Tagalog, Chinese, or other language predominantly spoken in San Mateo County is highly desirable.

### **Requirements**

This classification requires a combination of education and experience equivalent to a Bachelor's degree in Marketing, Journalism, Communication or a closely related field; and successful work experience of increasing responsibility in public relations that has included extensive public contact with people at all levels within organization who are diverse in their cultures, language groups and abilities; public relations project planning, implementation and evaluation; directing the work of others; demonstrated skills in oral communication, including public speaking; demonstration skill in written communication, including narratives, press releases, correspondence, reports, and other materials; use of a variety of computer software to track financial, statistical and other data, and to prepare a variety of printed materials, including web pages and other electronic media. Possession of a valid California driver's license and the ability to drive a motor vehicle to off-site locations is required.

### **Physical/Other Requirements**

This classification requires small and large group in-person contact; persuasive communication; flexibility; tact, patience; attention to details; strategic thinking; visual comparison; data analysis and comparison; manual dexterity; accurate work under deadline and other pressure; good memory; and driving a motor vehicle to off-site locations in order to perform the essential functions.

11/06