



Cañada College ♦ College of San Mateo ♦ Skyline College

## GENERIC POSITION DESCRIPTION

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# PROMOTIONS & WEB CONTENT COORDINATOR

A Classified Position

[Grade 31 – Salary Schedule 60](#)

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### A. General Statement

The Promotions & Web Content Coordinator performs technical public relations work involved in original design, development and production of publicity materials and information for a department, or to supplement similar services for a major unit. Under general supervision, the employee composes text, creates original designs, and prepares catalogs, brochures, Web pages, and other materials to publicize College and department activities, programs and services. Public contact is extensive and includes staff, contractors and outside personnel for the purpose of exchanging ideas and information for inclusion in various publicity and informational materials. A high degree of independent judgment and creativity are required to compose original text, develop and implement original designs and to coordinate other support services such as vendors, photographers, and printers. Consequences of errors in judgment could be costly in employee time and in public relations; however, supervisory controls limit the risk of serious consequences. The Promotions & Web Content Coordinator can lead the work of other staff and student assistants as assigned.

### B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Exchanges information with management and other staff, students, vendors, contractors, business and community representatives and other outside personnel, regarding the planning and implementation of regular and special publications, including information pertaining to content, timelines, quality control and costs of various written materials, web pages and other electronic media
2. Provides technical, directional and other information to outside personnel, including vendors, printers, photographers, graphics and other artists, and staff in the planning and implementation of publications and other materials
3. Attends meetings, workshops and other activities in order to obtain current information regarding publications, web page text, design and other information
4. Designs, develops and builds original web pages and content for internet use
5. Integrates various web communications components (such as chat, bulletin board, white board, video conferencing) into department web sites as appropriate, in conjunction with information technology staff
6. Establishes, develops and implements web interfaces to production database to provide web content for various student and staff services, in conjunction with information technology staff

7. Composes text for a variety of articles, reports, brochures, manuals, catalogs, class schedules, and other materials
8. Coordinates the layout of graphics and the production of the materials
9. Edits and finalizes text composed by staff and outside personnel
10. Uses a variety of computer software to prepare correspondence, memoranda, reports, and presentations
11. Researches and catalogues historical information, current trends in designs for online publicity and other materials
12. Sets up and maintains a database and/or manual files of photographs, descriptive information, statistics, demographics, cost estimates, vendors and other data
13. Compiles a variety of data for special and regular reports as assigned
14. Performs other related duties as assigned

### **C. Requirements**

1. Bachelor's degree in marketing, communications, or a closely related field
2. Successful work experience of increasing responsibility that has included original composition, design, layout, and distribution of publicity, informational, and other online and printed marketing and public relations materials
3. Skill in the design and implementation of web pages
4. Skill in research, compiling data for, formatting, and presentation of reports
5. Extensive public contact experience with people at various levels within an organization who are diverse in their cultures, language groups and abilities
6. Skill in training and leading the work of others
7. Demonstrated skill in oral and written communication
8. Demonstrated skill in working effectively as part of a collaborative, customer service team

OR

An equivalent combination of education and experience

### **D. Physical/Other Requirements**

This classification requires original artistry and strategic thinking; collaboration with individuals and groups; data comparison and analysis; visualization and visual comparison; manual dexterity; patience, tact; persuasive communication; flexibility; adaptability; work under pressure; and multi-tasking in order to perform the essential functions.

### **E. Knowledge, Skills & Abilities**

1. Knowledge of the concepts, practices, technology, resources, and procedures commonly used in developing and implementing websites and other communication media
2. Knowledge of general publication preparation and production, including graphics, photography, layout, costing, and distribution procedures
3. Skill in written communication, including composition of articles, narratives, public service announcements and other publicity information
4. Skill in oral communication
5. Skill in the use of a wide variety of computer software, including spreadsheet and presentation software
6. Skill in respectful, sensitive communication with people at various levels of organizations who are diverse in their cultures, language groups, and abilities
7. Skill in researching, compiling, formatting, and presenting statistical and other data for reports
8. Skill in working accurately and creatively under deadline pressure
9. Skill in multi-tasking and in organization of a variety of diverse materials and information
10. Ability to work effectively as part of a customer-service team