

## **PUBLIC RELATIONS SPECIALIST**

### **DEFINITION**

Under the general supervision of the assigned administrator, serves as a paraprofessional staff assistant in planning, coordinating, organizing, and providing a variety of student services and information on college programs.

### **TYPICAL DUTIES**

Leads and coordinates the development and implementation of student recruitment activities such as the PACE program and Group Tour Program. Coordinates college activities designed to attract students to the college through student and parent orientation activities, mid-school and high school articulation efforts, and community liaison programs; develops student contact and follow-up systems, including visits to campus, mentor/role model contacts and summer activities such as the PACE Summer Institute program; arranges visitations to feeder secondary schools and community-based organizations, and assists in team efforts related to outreach programs for parents. Attends appropriate conferences, workshops and staff meetings; and participates in local career fairs. Coordinates community agencies liaison; facilitates, and presents PowerPoint tour presentations; coordinates and manages at-risk Saturday and Summer programs and various shows, activities, performances, and ceremonies during the year; conducts faculty-training workshops, with appropriate dean; assists appropriate dean in developing class curriculum; and develops schedule of classes for the Summer Institute and notifies deans. Assists with developing appropriate media packages, collection of statistical data, preparation of periodic reports; prepares, writes and arranges for publication of various reports; and creates weekly newsletters, flyers and handouts for special events. Prepares application packets for hiring and time sheets for student assistants and temporary employees; and interviews, hires, trains and oversees student assistant tour guides. Performs related duties as required.

### **QUALIFICATIONS**

#### **EXPERIENCE**

Two years experience involving a variety of student or community services programs, preferably in an educational or community college setting.

#### **EDUCATION**

Completion of a baccalaureate degree from an accredited institution (preferred). NOTE: Additional qualifying experience may be substituted for two years of the educational requirement on a year-for-year basis.

#### **KNOWLEDGE OF**

Knowledge of educational, social, cultural, and recreational programs of the college; college community service activities, programs, and student services; college and District policies and regulations; and the area and community served by the college. Knowledge of interpersonal skills using tact, patience and courtesy. Knowledge of procedures in the development and use of marketing materials; equipment, materials, supplies, and media packages; and effective writing and communication skills; letter and report writing; record keeping; and report writing and publishing procedures. Knowledge of modern office practices and equipment. Knowledge of word processing, E-mail, database, presentation, spreadsheet and other computer applications required by the department including appointment maker, student transcripts and enrollment software.

**SKILL IN**

Skill in listening to what other people are saying and asking questions as appropriate; adjusting actions in relation to others' actions; understanding written sentences and paragraphs in work related documents; and communicating effectively with others orally and in writing as indicated by the needs of the audience. Skill in finding information and identifying essential information; and managing one's own time and the time of others.

**ABILITY TO (ESSENTIAL FUNCTIONS)**

The ability to perform the basic functions of the position; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; work as a member of a team; and meet schedules and time lines. The ability to effectively represent and present information about the college; maintain cooperative relationships; and speak to large groups. The ability to understand and carry out oral and written directions; maintain confidentiality of sensitive material; and to oversee student workers. The ability to compile data, maintain records, prepare reports; and employ computer applications required by the department.

**TYPICAL EQUIPMENT USED (May include, but not limited to)**

Presentation equipment, fax machine, copier, printers and computers.