

PUBLIC RELATIONS TECHNICIAN

DEFINITION

Under supervision of assigned supervisor/manager, perform duties in support of the development, design, delivery, and maintenance of college/district information, both internally and externally.

TYPICAL DUTIES

Confer with administrators, faculty, employees and others to obtain appropriate information for preparation of publications and releases; assist in writing, designing, laying out, and editing numerous brochures, handbooks, programs, reports, class schedules, magazines, catalogs, digital media and other publications; assist in the creation and monitoring of digital media content; assist in writing articles and news releases covering college/district activities; assist in disseminating a variety of information to the general public concerning activities, programs and events; compose and send system-wide broadcasts; assist with facilitating campus visits of media representatives; assist in coordinating the preparation of the college catalog and providing photographs; update college web pages and social media accounts; interact with college users of internet information systems in analyzing needs and updating information; provide training on various internet information systems and/or design techniques; assist with college events and activities; attend college-sponsored events, conferences, workshops, and staff committee meetings as required; oversee the work of temporary employees; prepare reports, requisitions, letters, and time reports; maintain files, mailing lists and accounting records; operate modern office equipment; perform related duties as assigned.

QUALIFICATIONS

EXPERIENCE

Two years of work experience in public relations, marketing, communications, community services, public information or equivalent experience related to the responsibilities of the position.

One year of experience is equal to 12 months of experience at 40 hours per week. Applicable part-time experience will be converted to the full-time equivalent for purposes of meeting the experience requirement.

EDUCATION

Completion of an Associate's Degree or 60 semester units (90 quarter units) from an accredited institution. NOTE: Additional qualifying experience may be substituted on a year-for-year basis for the education requirement.

One year of education is equal to 30 semester units.

KNOWLEDGE OF

Public relations, marketing and social media principles and practices; the area and community served by the college; college programs and student services; applicable policies, regulations, procedures and processes; graphic techniques and materials; website design principles, practices, and related computer applications; methods of preparing and editing publications; effective customer service skills; how to

compose effective correspondence; the structure and content of the English language including the meaning and spelling of words, rules of composition and grammar, and rules for letter and report writing; principles and practices of effective and professional written and verbal communication; how to train others to perform specific tasks; numbers, their operations, and interrelationships, including arithmetic at the level required to effectively perform the duties of the position; administrative and clerical procedures and systems, such as filing and recordkeeping techniques in a complex business environment; modern office practices, procedures and equipment.

ABILITY TO

Perform the essential functions of the position; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; interpret and apply applicable federal, state and local laws and regulations, District policies and regulations, and office processes and procedures; work as a member of a team; meet schedules and timelines; manage one's own time and the time of others; correctly follow a given rule or set of rules in order to arrange things or actions in a certain order; understand and effectively carry out oral and written directions; effectively communicate information and ideas orally and in writing based on the needs of the audience; read, write and perform mathematical calculations at the level required for successful job performance; be aware of others' reactions and adjust interpersonal skills accordingly; handle personal and private information with discretion; prepare routine correspondence independently; effectively learn and operate equipment and software related to the duties of the position; use of technology to effectively perform responsibilities, such as word processing, spreadsheets, databases and desktop publishing; adapt to changing technologies; work successfully with diverse populations.

TYPICAL EQUIPMENT USE (May include, but not limited to)

Current office technologies including computers, printers, faxes, telephones and copiers; other equipment common to the field to which the position is assigned.