

COMMUNICATIONS SPECIALIST

DEFINITION

Under the general direction of the Public Information Officer, assists in collecting, writing and disseminating information concerning the programs, activities, objectives and staff of the District; work cooperatively with the District's Information Technology Department to coordinate regular evaluation of web pages for ease of use, accuracy and up-to-date links; relieve the Public Information Officer of a wide variety of office and administrative duties by performing secretarial functions as well as planning, organizing and executing programs, projects and special events related to the function of the Public Information Officer; performs other duties as assigned and/or required.

ESSENTIAL DUTIES

- assists in the implementation and maintenance of a comprehensive communication program, using a variety of media and techniques
- assists in the preparation and dissemination of news releases, information materials, brochures and pamphlets concerning educational programs, activities and general information about the District and the policies and actions of the Governing Board
- assists the Public Information Officer with news media relations by logging and responding to media inquiries; maintains updated media databases; writes and disseminates new releases
- assists in the planning, development and coordination of the District's web page
- responds to inquiries about District issues and operations, statistical data, policies and procedures by answering questions, making appropriate referrals or making appointments with the proper administrator
- prepares correspondence, statistical data and reports, independently or from general instructions
- maintains records for the Public Information Office; prepares requisitions for supplies as needed and provides budgeting estimates of supplies and equipment
- learns rules, regulations, laws and policies governing District and Public Relations functions
- makes appointments for meetings, institutes or conferences; attends meetings, takes notes of proceedings and prepares minutes for distribution
- assists in the planning, organization and execution of special events
- performs a variety of complex, responsible secretarial tasks; relieves supervisor of administrative detail
- assists in accessing and using informational resources from the Internet

QUALIFICATIONS

Knowledge of: Principles and practices of public relations, community relations and communication programs; correct English usage, spelling, grammar, punctuation and composition; elements of writing news releases and other materials for news media; modern office organization, procedures and practices, standard office equipment, data management, storage and retrieval systems; advanced software applications that include word processing, spreadsheets, databases and the Internet; desktop publishing techniques and software applications; special event planning and project management.

Ability to: Perform a variety of complex clerical and secretarial tasks involving use of independent judgment with accuracy and speed; manage the smooth operation of a high volume office; effectively operate a micro-computer and use appropriate software applications; operate standard office equipment; effective use of advanced computer operations, the Internet and other technology pertinent to a Public Information Office; understand and carry out oral and written instruction; understand the needs of an intended audience in order to effectively communicate orally and in writing; independently compose correspondence, news releases and articles describing complex issues or programs; perform in a variety of situations requiring specialized knowledge, tact and good judgment; creatively and effectively analyze situations and problems and adopt effective, appropriate courses of action; establish and maintain cooperative working relationships and maintain a calm and tactful manner; remain flexible, work efficiently and meet deadlines in an office atmosphere of frequent interruptions and changes in task priority.

PHYSICAL DEMANDS

The physical requirements indicated below are examples of the physical aspects that persons within this position classification must perform in carrying out essential job functions:

- will frequently exert 10 to 20 pounds of force to lift, carry, push, pull or otherwise move objects
- will sit most of the time, but will walk or stand for brief periods
- must be capable of perceiving the nature of sound
- must possess visual acuity and depth perception
- must be capable of providing oral information , both in person and over the telephone
- must possess the manual dexterity to operate business-related equipment and to handle and work with various objects and materials

Reasonable accommodation may be made to enable a person with a disability to perform the essential functions of the job.

EXPERIENCE AND EDUCATION

Experience: Two years of highly responsible secretarial experience in an educational setting or in public relations, community relations or communication programs; public relations experience encompassing writing, use of technology, photography and communications is desirable.

Education: Verification of a High School diploma, a GED certificate or a higher degree; supplemental course work or training in English, Communications, Marketing, Public Relations or related fields is desirable.

Licenses or Certificates: A valid Class 3 California driver's license, a private vehicle is required; insurability by the District liability insurance carrier may be required.