

# **Desert Community College District**

## **Public Relations Specialist**

### **Basic Function**

Under the direction of the Director of Community Relations or designated Public Information Officer, perform general marketing tasks; and clerical support; gather and disseminate information pertaining to public information and promotional events, programs and classes at College of the Desert; interact with local news media; assist with campus publications and marketing materials.

### **Representative Duties**

#### **Essential Functions**

1. Answer public inquiries by telephone, online, mail requests or in person covering a wide variety of District activities, programs and events; including requests for Public Information pursuant to the Freedom of Information Act; review, research and compile information pertaining to media inquiries.
2. Gather information from a variety of sources to draft press releases, public service announcements, media advisories, advertising and other presentations; draft, review, proofread and edit newsletters, flyers, programs for accuracy and completeness; distribute approved college information to the media and/or public; utilize social media to distribute information; add press releases, events and photos to college webpages, online college sites, and external websites.
3. Interact with college staff and vendors to assist in or create promotional materials and affinity items in accordance with college brand guidelines; monitor and maintain supplies of materials; interact with vendors, obtain and compare quotes, and prepare and process purchase requisitions according to approved procedures.

4. Maintain computerized database files for information and mailings; utilize the District's college designated electronic distribution software to disseminate newsletters, flyers, invitations, and other communication documents; archive college marketing and media materials.
5. Maintain media calendar of events related to District activities; incorporating internal and external deadlines for completion and distribution of information materials.
6. Coordinate and update information relating to the College of the Desert subject matter experts, connect media with appropriate college personnel for interviews and expert background information.
7. Operate camera equipment and take photographs for publications, websites and public relations materials; coordinate with professional photographers as directed; maintain electronic files of photographs and videos.
8. Operate computer and software to coordinate and assist in the design of graphics for flyers, brochures, and other collateral materials in accordance with college brand guidelines.
9. Operate a vehicle to conduct work.

**Other Functions**

10. Assist in the development of the scheduled campus newsletter; maintain electronic copies of newspaper clippings and press release/public service announcement files.
11. Support planning and logistics for college events, including coverage of events; provide appropriate collateral materials and affinity items,
12. Provide clerical support for the assigned office including typing correspondence and requisitions, filing and maintaining office supplies.
13. Perform related duties as assigned.

**Knowledge and Abilities****Knowledge of**

Principles of news gathering and reporting; Associated Press style; publication techniques including editing, layout, photography and graphics; correct English usage, grammar, spelling, punctuation and vocabulary; oral and written communication skills; operation of office machines including computer equipment and applicable software including Microsoft products, word processing, spreadsheet, PowerPoint, and publication software spreadsheets and email; modern office practices, procedures and equipment; receptionist and telephone techniques; various types of media.

**Ability to**

Demonstrate original writing skills and abilities; establish and maintain cooperative and effective working relationships with public media representatives and the general public; organize and gather information accurately; plan and organize work; meet schedules and time lines; type at least 46 words net per minute from clear copy; operate camera equipment; operate a computer and a variety of software including Microsoft products, word processing, spreadsheet, PowerPoint, and publication software; understand and follow oral and written instructions; sit for extended periods of time; bend, reach, and lift up to twenty-five pounds.

**Education and Experience****Any combination equivalent to**

an Associate's degree in journalism, marketing, business, or a related field and two years of experience in public relations, newspaper, radio or television journalism or advertising.

**Licenses and Other Requirements**

Valid California driver's license and must have an acceptable driving record

and qualify for insurability by the District's insurance carrier.

**Working Conditions**

**Environment**

Busy office environment. Constant interruptions. Driving a vehicle to conduct work.

**Employment Status**

- Bargaining Unit Position
- Range 12

Adopted 6/2017