



Classification Description

Job Title: Communications and Promotions
Coordinator, Operations Division

Pay Grade: 110

Job Code: 4018

FLSA Status: Exempt

Job Purpose

The Communications and Promotions Coordinator supports the varying needs of the Operations Departments within the purview of the Vice President of Operations/CFO such as Campus Police, Facilities, Finance, Auxiliary Services, Risk Management and Payroll by providing support in communications and promotions to internal audiences. This position requires specialized skills and expertise in the field of graphic design to develop, create, and design utilizing photography, illustration and graphic elements for a wide variety of publications and multi-media productions. This position is assigned and has reporting authority to the Auxiliary Services department.

General Responsibilities

Essential Functions

Supports the Operations and Finance divisions by creating effective promotional materials in all media and for a wide variety of events and programs.

Plans and directs the artistic aspects of projects including the creation of multiplatform publication templates for use in effectively communicating Department goals.

Writes a variety of different content to support communications and events promotion efforts, including but not limited to newsletters, website, brochures, and various printed materials.

Actively develops and implements communication strategies tailored to target audiences and designed to further operational objectives.

Develops, creates and implements the construction and arrangement of artistic elements of projects including typography, photography, illustrations, color, lettering and layout/design.

Works as part of team with all stakeholders, collaboratively and independently; exhibits attention to detail and high degree of openness to new approaches and ideas.

Manage jobs in progress, produce specifications for work products, resolves technical issues, and proofs materials to ensure quality and deadlines are met.

Serves as primary resource providing technical expertise and/or administrative experience to deal with complex graphics problems.

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Recommends printing and graphic design equipment, software, and specialized graphics services that could enhance communication pathways with stakeholders.

Develops, manages, and maintains comprehensive social media strategy for assigned area. Defines key performance indicators and implements enterprise level measurement, analytics, and reporting methods to gauge success.

Remains current on design trends, software and hardware.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can safely perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher education in Graphic Design, Fine Art, Graphic Art or related field with major course work or training in computer assisted graphics.

Two (2) years full-time related professional work experience in a field related to marketing and/or graphic design. Appropriate combination of education and experience may be substituted.

Demonstrated experience using graphic design software including but not limited to Adobe Creative Suite applications.

Demonstrated experience using a personal computer, office software such as MS Office and electronic mail.

Ability to travel independently within the College's five-county service district.

Skilled in creativity, manual layout, computer graphics techniques, production, and design.

Strong collaboration skills and ability to work closely with all a variety of stakeholders.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.

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- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: February 24, 2022. Revised: July 1, 2023.