

**Public Relations, Marketing, and Development
Manager
Porterville College
Kern Community College District
JOB DESCRIPTION**

Definition

Under the direction of the College President, the Public Relations, Marketing and Development Manager, is responsible for managing the areas of internal and external communications; public information; publications and printed materials; administrates Foundation; and Alumni Relations Association. This position may be assigned as an ex-officio board member of the Porterville College Foundation.

Examples of Duties

1. Provide counsel and technical assistance to College President, Vice Presidents, and other staff regarding communication, public relations, current and future marketing issues which impact the College, its personnel, and procedures.
2. Establish and maintain internal and external communication networks and documents for the College.
3. Compose, develop, and prepare communication for dissemination via speeches, correspondence, talking points, announcements, and other oral or written communications for the College President.
4. Determine the need for general campus and specific program marketing at all campuses; create and initiate marketing and promotional campaigns to meet these needs.
5. Serve as college spokesperson to news media, including preparation of news releases
6. Plan and manage area budget resources.
7. Serve on administrative and college boards, committees, and task forces.
8. Coordinate with the appropriate staff the design, preparation, content development and distribution of all college publications, including the Course Catalog and Schedule of Classes.
9. Update and maintain existing web pages on the college website and portal to ensure currency of posted information.

Examples of Duties (continued)

10. Coordinate alumni relations and the Porterville College Foundation.
11. Coordinate college development, including meeting with members of the public who are interested in making endowments and setting up student scholarships.
12. Actively participate in Management Team assignments and activities as requested by the College President.
13. Perform other related duties and special projects as assigned by the College President.

Minimum Qualifications

- Bachelor's Degree from an accredited college/university or equivalent, preferably in communications, journalism, marketing, business, or a related field plus five years experience. Proof of significant experience in public relations, marketing or media may be substituted for the degree requirement.
- Three years in directing public relations or marketing programs.
- A working knowledge of print and electronic media, ability to write and speak effectively, ability to work harmoniously with a wide variety of people, and have the knowledge of and commitment to the mission of the community colleges.
- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.

Knowledge and Abilities

Knowledge of:

- Practices, methods and procedures involved in developing, implementing and conducting public relations, strategic communications, marketing and awareness activities.
- Public relations practices, procedures, techniques and terminology.
- Policies, goals and objectives of College operations, programs and activities.
- Principles, practices and techniques involved in the research, organization, composition and design of news releases, newsletters and informational materials.
- Methods of collecting and organizing data and information.
- Budget preparation and control.
- Interpersonal skills using tact, patience and courtesy.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Operation of a computer, desktop publishing equipment and assigned software.

Knowledge and Abilities (continued)

- Record-keeping and report preparation techniques.
- Public speaking techniques.

Ability to:

- Develop, implement, and conduct public relations, strategic communications, marketing and awareness activities to enhance community understanding of College objectives, services and activities.
- Work with donors, alumni, and the Foundation Board in development of College resources.
- Create, coordinate, and execute fund raising events and activities.
- Compose, develop, and prepare communication for dissemination via speeches, correspondence, talking points, announcements, and other oral or written communications for the College President
- Research, organize, compose, and design press releases, newsletters, and informational materials for distribution to the local news media and publication in the community.
- Prepare and deliver oral and written presentations.
- Meet and confer with personnel, administrators, students, and the public to obtain and determine information for publication and promotion.
- Meet and confer with faculty regarding promotion of their courses and programs.
- Serve as a liaison and coordinate communications and information between the College President, other administrators, personnel, print and broadcast media, and the public.
- Monitor legislature and city/county actions affecting College operations and activities.
- Learn College organization, operations, policies and objectives.
- Analyze situations accurately and adopt an effective course of action.
- Maintain records and prepare reports.
- Plan and organize work, working independently with little direction and meeting schedules and time lines.
- Establish and maintain cooperative and effective working relationships with others.

Working Conditions

Environment: Office

Licenses: Valid California driver's license.

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Working Conditions (continued)

Seldom—Less than 25 percent = 1

Often—51-75 percent = 3

Occasional—25-50 percent = 2

Very Frequent—76 percent and above = 4

Ratings	Essential Physical Requirements
4	Ability to work at a desk, conference table or in meetings of various configurations.
3	Ability to stand for extended periods of time.
3	Ability to sit for extended periods of time.
4	Ability to see for purposes of reading printed matter.
4	Ability to hear and understand speech at normal levels.
4	Ability to communicate so others will be able to clearly understand a normal conversation.
2	Ability to lift 10 pounds.
2	Ability to carry 10 pounds.
3	Ability to operate office equipment.

Status/Rationale

This is a classified administrator position.

Signatures/Approval

(Employee's Signature)

(Date)

(Supervisor's Signature)

(Date)

03/30/12