

Job Description/Title: Public Information/Graphics and Publications Production Specialist
Approved, Bargaining Unit President: Reclassification Committee 3/2012
Approved, MPC Associate Dean, Human Resources: 3/2012
Board Approved: 6/27/2012

MONTEREY PENINSULA COLLEGE

PUBLIC INFORMATION/GRAPHICS and PUBLICATIONS PRODUCTION SPECIALIST

JOB SUMMARY

Under general supervision, perform a wide variety of complex and responsible administrative support and technical activities for publication production, campus events, media contacts and operational activities related to the Public Information Office design, develop and produce promotional materials, in-house publications, press releases, schedule of classes, and catalog; photograph campus events; maintain schedule of events for publication and website updates.

EXAMPLES OF FUNCTIONS

Essential Functions

Essential functions may include, but are not limited to the following:

Prepare and distribute press releases and public service announcements as directed; respond to calls regarding public service announcements; assist media representatives by obtaining and disseminating public information requests as assigned.

Create and modify images and graphic designs to be used in College related publications; operate various equipment and programs used in graphic art production including PC and MAC computers, desktop publishing software, digital imaging editing software, cameras, scanners and printers.

Develop and assemble materials for promotional print materials and in-house publications, including but not limited to the catalog, schedules, brochures, bulletins, postcards, newsletters, newspapers, mailers, flyers and the college's web page that effectively communicate ideas and content by supporting preparation (format, layout, design, image manipulation, data input and print ready formatting) and supervising production, coordinating with other departments and individuals as needed. Assist in the production of the schedule of classes each semester and the catalog annually; coordinate with Academic Affairs; format and organize contents, and meet critical deadlines.

Prepare and plan materials for print, television and radio advertising.

Manage approved department budget, including tracking expenditures and initiating appropriate budget transfers; assist supervisor with budget preparation.

Determine need, order and receive materials, equipment and supplies required for department activities; follow District procedures to complete necessary forms such as purchase requisitions, credit card and invoice approval.

Communicate and maintain working relationships with various printing vendors and marketing/advertising agencies, including agreement and understanding of timelines, strategies and deliverables.

Schedule and take photographs for use in publications as needed; maintain digital photo file.

Maintain and distribute accurate and detailed calendar of events, due dates and schedules as they relate to the public relations program of the college; post, maintain and update content on home page of the MPC website including announcements, events calendar, and feature photos.

Assist in planning, coordination, implementation and oversight of special events on campus, such as anniversary celebrations, open houses and dedications, and groundbreaking ceremonies; including arranging facilities, advertising, mailers, special invitations, audio visual, Facility and Security support.

Other Duties

Perform other related duties as assigned.

Participate on committees as required.

EMPLOYMENT STANDARDS

Education and Experience

Any combination of training and experience which would indicate possession of the knowledge, skills and abilities listed herein. For example, completion of approximately two years of college level course work in business skills, journalism, public relations, event coordination, graphic arts and design program studies or a related field and two years of office administration experience providing advanced knowledge and skills in current and efficient office procedures and techniques, graphic design page layout or creative material preparation.

Knowledge

Knowledge of: Windows and Macintosh applications; basic HTML programming; digital imaging editing software such as Adobe Photoshop; graphics and page layout software; basic principles and practices of journalism, photography, publications, marketing, and communication; rules and regulations of news writing, editing and layout procedures; current office methods and practices including budget management, filing systems, receptionist and telephone techniques; letter writing and reporting; format and operation of local media sources; scanners and digital photography; office management techniques and procedures.

Abilities

Ability to: understand and independently carry out oral and written instructions; prioritize tasks and do several tasks simultaneously; meet critical deadlines; learn/communicate wide variety of college event related and other college information; use good judgment to provide appropriate information and assistance to public, faculty, staff and students; interact effectively in a wide variety of situations requiring diplomacy, tact, friendliness, poise and firmness; learn and successfully apply office policies, procedures, rules and regulations; communicate effectively in both oral and written form; use MS Word, graphics and page layout packages accurately and efficiently to perform job duties as required; successfully learn and use new software and equipment as required to efficiently perform the duties of the job; use appropriate and correct English grammar, spelling and punctuation; perform arithmetical calculations with speed and accuracy; efficiently operate a variety of office equipment; establish and maintain effective working relationships with those contacted in the performance of required duties; demonstrate an understanding of, sensitivity to and appreciation for, the diverse academic, ethnic, socio-economic, disability and gender diversity of students and staff attending or working on a community college campus.

PHYSICAL EFFORT/WORK ENVIRONMENT Sitting and operating computer keyboard for extended periods of time as necessary. Light to moderate physical effort; occasional standing and walking; periodic handling of light weight parcels of up to 15 pounds. Indoor work environment.