

Job Description/Title: Public Information Asst. → Public Relations/Publications Productions Spec.
Approved, Bargaining Unit President: 3/14/08
Approved, MPC Associate Dean, Human Resources: 2/28/2008
Board Approved: 6/24/08

MONTEREY PENINSULA COLLEGE

PUBLIC RELATIONS/PUBLICATIONS PRODUCTION SPECIALIST

JOB SUMMARY

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

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.

Assist in the creation and modification of 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.

Assist in development of 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. 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.

Assist in preparation and planning for materials for print, television and radio advertising.

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.

Serve as the receptionist for the Administration Building, answering questions, giving directions and providing information to the public and students. Schedule and conduct campus tours for individuals or groups.

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, coordinating and implementing 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.

Maintain master classroom schedule using appropriate installed software; assist in maximizing classroom and facilities use; resolve room conflicts and locations to be arranged (LOTBAs); coordinate scheduling of MPC facility needs, both on and off campus; electronically reserve and maintain schedules for assigned facilities and rooms.

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 or facilities management, 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, publications, marketing, and communication; rules and regulations of news writing, editing and layout procedures; current office methods and practices including 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.