

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

TITLE: COMMUNICATIONS COORDINATOR

RANGE: 32

DISTRICT VALUES

Incumbents in District positions are expected to exhibit an equity-minded focus, responsiveness, and sensitivity to and understanding of the diverse academic, socioeconomic, cultural, gender identity, sexual orientation, and ethnic backgrounds of community college students, and employees, including those with physical or learning disabilities, and successfully foster and support an inclusive educational and employment environment.

SUMMARY DESCRIPTION

Plan, organize, coordinate, and implement communications and public relations functions, services and related activities for the District and departments; coordinate communications and information between personnel and local, State and National print and broadcast media to facilitate awareness of various Southwestern Community College operations, functions, and activities.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Plan, organize, coordinate, and implement communications and public relations functions, services and related activities for the District and departments; develop and implement a variety of public relations functions to communicate and generate support for organizational programs and activities; coordinate public relations to maintain a positive public image for Southwestern Community College. **E**
2. Coordinate communications and information between personnel and local, State and National print and broadcast media to facilitate public awareness of various organizational operations, functions, and activities; establish and maintain contact with media personnel; plan, organize and oversee public relations and communications for a variety of special events and activities. **E**
3. Oversee and participate in the preparation and dissemination of news releases to personnel and media organizations; compile and assemble related information; arrange and conduct interviews with staff, parents and students concerning organizational activities; coordinate the publicizing of stories concerning the organization according to established goals and objectives; coordinate and arrange press conferences as needed. **E**
4. Coordinate the development and implementation of internal and external communication and public information programs for the assigned organization; plan, organize and assist with crisis communications; monitor and control flow of potentially negative information concerning the organization; assist staff in preparing for interviews by providing support in developing and clarifying messages to the media. **E**
5. Provide consultation and technical assistance to organizational schools and departments concerning public relations functions; respond to inquiries, resolve issues and conflicts, and provide information concerning news releases, publicity functions, negative media, communication strategies and related standards, policies, requirements, and procedures. **E**
6. Coordinate, develop and conduct training sessions for administrators in dealing with the media in positive, potentially negative and crisis situations; meet with personnel to monitor and evaluate public relations needs. **E**
7. Participate in the development and implementation of strategic communication plans in compliance with established goals and objectives; provide technical information and assistance to administrators

regarding public relations and communication functions; assist in the formulation and development of policies, procedures, and programs. *E*

8. Prepare and maintain a variety of narrative and statistical reports, records and files related to media communications, coverage, broadcast and print stories, personnel and assigned activities. *E*
9. Communicate with other administrators, personnel, outside organizations, and the public to coordinate activities and programs and exchange information. *E*
10. Operate a variety of office equipment including a computer and assigned software; drive a vehicle to conduct work. *E*
11. Attend and conduct a variety of meetings and conferences as assigned; attend and participate in various boards as directed. *E*
12. Perform related duties as assigned.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Planning, organization, coordination and implementation of communications and public relations functions, services, and related activities.
- Public relations practices, procedures, techniques, and terminology.
- Practices and procedures involved in the preparation and dissemination of news releases.
- Effective methods for dealing with crisis situations and potentially negative information.
- Development and implementation of internal and external communication and public information programs.
- Strategic communication plans and related publicity functions.
- Local, State, and national media organizations.
- Organizational operations, policies, and objectives.
- Policies and objectives of assigned programs and activities.
- Oral and written communication skills.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- Applicable laws, codes, regulations, policies, and procedures.
- Interpersonal skills using tact, patience, and courtesy.
- Operation of a computer and assigned software.
- Public speaking techniques.
- Technical aspects of field of specialty.

Ability to:

- Plan, organize, coordinate, and implement communications and public relations functions, services and related activities for organizational schools and departments.
- Coordinate communications and information between personnel and local, State, and national print and broadcast media to facilitate awareness of various organizational operations, functions, and activities.
- Develop and implement a variety of public relations functions to communicate and generate support for organizational programs and activities.
- Oversee and participate in the preparation and dissemination of news releases to personnel and media organizations.
- Arrange and conduct interviews with staff, parents and students concerning organizational activities.
- Provide consultation and technical assistance to organizational schools and departments concerning public relations functions.

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT
Communications Coordinator - Continued

- Oversee public relations and communications for a variety of special events and activities.
- Analyze situations accurately and adopt an effective course of action.
- Communicate effectively both orally and in writing.
- Establish and maintain cooperative and effective working relationships with others.
- Meet schedules and timelines.
- Plan and organize work.
- Maintain records and prepare reports.
- Operate a computer and assigned software.
- Learn and adapt to changing technology and equipment used in the performance of assigned duties.

EDUCATION AND EXPERIENCE

Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Any combination equivalent to: bachelor's degree in communications, public relations, journalism or related field **AND** three (3) years' experience, performing public relations duties.

LICENSE AND OTHER REQUIREMENTS

Valid State driver's license.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Indoor work environment. Driving a vehicle to conduct work.

Physical: Require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to stoop, bend, kneel, crouch, reach overhead, above shoulders or horizontally, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and dexterity of hands and fingers and fine coordination including use of a computer keyboard and audio visual equipment; and hearing and speaking to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction. (to read and verify data and prepare various materials.

Hearing: Hear in the normal audio range with or without correction.

Created: January 2024

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