

San Diego Community College District

CLASSIFICATION DESCRIPTION

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Job Code: D1770
Original Date: 05/2011
Last Revision: 08/2011
Staff Type: Classified
FLSA status: Non-exempt
Salary Range: 09

Title: Publications Editor and Supervisor

Unit: Supervisory and Professional

DEFINITION

Under the direction of the Director, Public Information and Government Relations, plan and implement public information and government relations initiatives for the District; coordinate new media, marketing and advertising. Provide leadership for a variety of District-centered initiatives including the development of social media strategies, editorial oversight, assure the high-quality design, production, printing and dissemination of a wide variety of District-centered promotional and informational publications to support the District's public relations goals and objectives.

EXAMPLE OF DUTIES

1. Provide editorial oversight and creative direction for print, online and web publications. Review documents for accuracy, completeness, and conformance to applicable rules and regulations.
2. Oversee the design, development and implementation of complex District-centered communications initiatives that include a variety of media: print, television, radio, movie theatre advertising and multimedia presentations. Assist in the development of an integrated publications strategy for the District.
3. Conduct research, compile data and other information. Provide administrative support for special projects; perform studies and prepare reports and other materials, as directed.
4. Assist in the development of an integrated online communications strategy for the District. Respond to requests for research for major publications and media coordination; provide information for campus initiatives.
5. Assist in the development of advocacy strategies to strengthen the District's government relations program, coordinate advocacy and activities that assist with the implementation of the District's Annual Legislative Agenda.
6. Prepare and monitor budgets for assigned programs and initiatives. Develop cost analyses and oversee expenditures to coordinate successful Districtwide public information marketing campaigns and provide state-of-the-art communications and government relations services for the District. Coordinate contracts and act as liaison for all District-centered media activities.
7. Operate computers and computer software related to publishing, graphic design, photography and imaging programs to prepare a variety of documents, graphic arts, reports, and other files and materials.
8. Provide work direction, training and supervise the activities of creative contract and hourly staff members in the District Public Information & Government Relations Office. Evaluate and document performance of classified staff; recommend disciplinary action when necessary. Interview and recommend the hiring of clerical personnel.
9. Represent the department on district committees; provide in-service training in area of specialty. Attend meetings and make oral presentations.
10. Coordinate and manage multiple issues relating to the District's Chancellor, Board of Trustees, and the Public Information & Government Relations Office.
11. Perform related duties as assigned.

DESIRABLE QUALIFICATIONS**Knowledge:**

Advancing technologies for marketing, advertising and public relations programs.
Analytical and statistical principles.
Applicable local, state and federal laws, rules and regulations, including the State Education Code.
Applicable sections of State Education Codes.
District organization, operations, programs, policies, procedures, mission, goals and objectives.
Journalistic styles of writing and editing.
Legislative process at the local, state and national levels.
Microcomputers and software related to publishing, design, photography, spreadsheets, word processing and imaging presentation suites of application software.
Principles and practices of budget analysis, fiscal control and recordkeeping techniques.
Principles and techniques of graphic design and printing services, desktop publishing, photography, editing and proofreading.
Principles, strategies and techniques of marketing, advertising, public, community and media relations.
Supervision, training and evaluation of work staff.
Techniques of preparing, producing and disseminating information, using all communication media.

Skills and Abilities:

Communicate effectively both orally and in writing; analyze and evaluate sensitive situations accurately.
Comply with timelines and standards for District identity, uniformity, accuracy and quality.
Compose journalistic styles of correspondence and reports; maintain records, files and documents.
Conduct studies and analyze data.
Develop and control annual budgets and monitor expenditure of funds.
Develop search engine optimization strategies.
Establish and maintain effective working relationships with faculty, students, staff, administration, educational institutions, and industry groups, local, state and national governing bodies.
Implement effective public information and government relations programs and events.
Operate a variety of standard office equipment including a microcomputer and business related software involving word processing, imaging, and desktop publishing.
Train, supervise, evaluate and provide work direction to assigned staff.
Work confidentially with discretion using tact, diplomacy and courtesy.

Training and Experience:

Any combination of training and experience equivalent to: Bachelor's degree with a major in Public Relations or a related field, and two years of increasingly responsible public information and government relations experience.

License:

Valid California driver's license.

WORKING CONDITIONS**Physical Requirements:**

Category III

Environment:

Favorable, usually involves an office. May require travel from site to site.