

# San Diego Community College District

## CLASSIFICATION DESCRIPTION

**Title:** Publications Editor and Supervisor

**Unit:** Supervisory and Professional

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**Job Code:** D1770  
**Original Date:** 05/2011  
**Last Revision:** 10/2018  
**Staff Type:** Classified  
**FLSA status:** Non-exempt  
**Salary Range:** 09

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### DEFINITION

Under the direction of the Director, Communications and Public Relations, plan and implement communications and public 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 and 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 and compile data and other information. Provide administrative support for special projects; perform studies and prepare reports and other materials.
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 public 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 public relations services for the District. Coordinate contracts and act as liaison for all District-centered media activities.
7. Operate computers and software applications related to publishing, graphic design, photography, and imaging programs to prepare a variety of documents, graphic arts, reports, and other files and materials.
8. Train, supervise, and evaluate the work performance of assigned staff; provide technical direction and guidance; recommend personnel actions, including employment, change in status, and disciplinary action.
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 Communications and Public 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 sections of California Education Code and local, State, and federal laws, rules, and regulations.  
Computers and software applications related to publishing, design, photography, word processing, spreadsheets, databases, and imaging presentation suites.  
District organization, operations, and objectives.  
District rules, regulations, policies, and procedures.  
Journalistic styles of writing and editing.  
Legislative process at the local, State, and national levels.  
Principles and practices of administration, supervision, and training.  
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, and community and media relations.  
Techniques of preparing, producing, and disseminating information using all communication media.

**Skills and Abilities:**

Analyze situations accurately and adopt an effective course of action.  
Communicate effectively both orally and in writing.  
Comply with standards for District identity, uniformity, accuracy, and quality.  
Compose journalistic styles of correspondence and reports.  
Conduct studies and analyze data.  
Demonstrate interpersonal skills using tact, diplomacy, and courtesy.  
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 communications and public relations programs and events.  
Maintain interrelated records and files.  
Meet schedules and timelines.  
Operate a variety of standard office equipment, including computer hardware and software.  
Train, supervise, evaluate, and provide work direction to assigned staff.  
Work confidentially with discretion.

**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 communications and public 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.