

Position: Marketing and Information Specialist	Position Number:
Department/Site: Area's office	FLSA: Non-Exempt – (Classified CSEA)
Reports to: Director, dean, or other administrator in assigned area	Salary Range 28

KNOWLEDGE OF:

- x The principles of marketing; outreach; recruitment; community programs and organizations; community relations; public information.
- x Modern office practices, procedures and equipment.
- x Record-keeping techniques.
- x Correct English usage, grammar, spelling, punctuation and vocabulary.
- x District organization, operations, policies and objectives.
- x Oral and written communications skills.
- x Applicable sections of State Education Code.

ABILITY TO:

- x Learn and apply the rules and regulations of the department or program to which assigned.
- x Work effectively with students, faculty, staff, managers, and the public.
- x Prepare reports, press releases, brochures, and newsletters.
- x Operate a variety of office equipment such as typewriter, computer terminals, calculators and copiers.
- x Operate a computer utilizing word processing, spreadsheet, database, graphic art/desktop publishing, multimedia, internet, and e-mail software.
- x Take expert photographs.
- x Understand and follow oral and written directions.
- x Establish and maintain effective working relationships with others.
- x Work efficiently to meet multiple deadlines and timetables.
- x Work cooperatively with specialists to produce complex publications, and other documents.
- x Plan and organize work.
- x Work confidentially with discretion.
- x Communicate effectively both orally and in writing.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: An associate degree in Marketing or Journalism, and two years of increasingly responsible marketing/public relations experience.

WORKING CONDITIONS:

ENVIRONMENT:

Office and outdoor environment.
Constant interruptions.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.
Sitting for extended periods of time.
Bending at the waist, kneeling or reaching.

