

RIVERSIDE COMMUNITY COLLEGE DISTRICT
CLASSIFIED POSITION DESCRIPTION

JOB TITLE: Senior Public Affairs Officer

BASIC FUNCTION: Under the supervision of the Associate Vice Chancellor of Strategic Communications & Relations, and in support of the specified College president(s), performs public information, marketing, media relations, communications, and community relations duties to promote programs, activities, events, services and other initiatives at multiple colleges.

PROVIDES WORK OR LEAD DIRECTION TO: Not applicable.

REPRESENTATIVE DUTIES:

1. Coordinates public awareness, information, and external and internal communication projects at the college(s), and maintains brand identity standards.
2. Plans, develops, and creates collateral material including flyers, brochures, newsletters, fact sheets, other print/graphic items, and web content to publicize and market campus programs, initiatives and services.
3. Serves as primary college spokesperson and works with local and regional media to respond to inquires; prepares news releases and arranges media interviews; drafts public service announcements; establishes and maintains effective media relations; and, assists academic and student services departments in the preparation of announcements and public information materials.
4. Provides communications, public relations, and marketing counsel to senior college leadership.
5. Writes news and feature articles for internal and external print and electronic publications, college websites, speeches, video scripts, special events scripts, print and electronic advertising, and other types of communications.
6. Develops white papers, legislative briefings, and other reference material as directed.
7. Designs and maintains the colleges' social media sites, and assists college departments with content development and maintenance of affiliated social media.
8. Assists the RCCD Foundation with fundraising, alumni relations, and community cultivation by developing campaign material, newsletters, and other materials.
9. Conducts research and drafts responses to public inquiries on a variety of topics.
10. Makes presentations to the community, business groups and civic organizations.
11. Works with outside vendors (printers, graphic artists and specialty marketing firms).
12. Develops and maintains cooperative efforts and relationships with public and private agencies, organizations, associations and groups
13. Participates in District-provided in-service training programs.
14. Maintains a friendly, supportive atmosphere for students, staff, faculty, and the public.
15. Performs other duties, related to the position, as assigned.

EDUCATION: A bachelor's degree from an accredited institution in journalism, communications, public relations, marketing or a related field is required. Bilingual (English/Spanish) is desirable.

EXPERIENCE: Five years of professional level, increasingly responsible experience in public affairs, public relations, media relations, corporate communications, or journalism is required. Higher education experience is desired.

LICENSES/CERTIFICATIONS REQUIRED: None

KNOWLEDGE OF: Principles, methods, and practices applied in design and implementation of public relations, marketing/communications, and media relations programs; marketing, public relations and promotional writing; spelling, grammar and punctuation; principles, methods and techniques of web content development, graphic design, and print production.

ABILITY TO: Use word processing and other standard software; communicate clearly and concisely; write in journalistic, public relations, and business communication styles; edit written and online material; design basic collateral material; interpret information and situations and make recommendations in accordance with applicable policies, regulations, and guidelines; maintain effective professional relationships with a variety of individuals; exercise judgment within established guidelines; work under pressure and tight deadlines.

OTHER: Candidate must demonstrate clear evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students, staff and the community.

CONTACTS: Administrators, staff, faculty, general public, community members, community leaders, Foundation members, Board members.

WORKING CONDITIONS: Normal office and campus events environment.

The Riverside Community College District is an equal opportunity employer and recognizes the need to provide reasonable accommodations to employees with disabilities. For more information, contact (951) 222-8039.