

**RIVERSIDE COMMUNITY COLLEGE DISTRICT
NON-CLASSIFIED SHORT-TERM AND SUBSTITUTE
TEMPORARY POSITION DESCRIPTION**

POSITION TITLE: Marketing & Media Coordinator

DEPARTMENT/LOCATION: Office of Economic Development – TriTech / Corona

BASIC FUNCTIONS:

To assist full time staff of the TriTech SBDC program by performing the duties outlined below. The areas of assistance will consist of marketing, social media, client screenings, and special event projects coordination (such as workshops, seminars, and webinars). The marketing & media coordinator is responsible for, but not limited to: marketing and community outreach, training programs, social network marketing, and public relations.

REPRESENTATIVE DUTIES:

1. Assist with composition of press releases
2. Assist with web efforts to maintain online visibility
3. Assist with the collection of regional intelligence for quarterly newsletter
4. Cooperate with, and promote sponsors to bring value to their investments
5. Assist with marketing material and collateral development/revision
6. Maintain current branding and promotional materials
7. Coordinate information according to social media strategic plan
8. Disseminate information through social media outlets as appropriate
9. Assist with the collection of relevant articles and information in order to maintain a value added proposition for social media campaign
10. Provide sponsors opportunities to promote their partnerships with TriTech via social media outlets
11. Facilitate coordination of Blog and RSS feeds for TriTech website
12. Maintain current and relevant information throughout all outlets
13. Perform prescreening interview (phone) of potential clients who submit requests for counseling
14. Make referrals for non-TriTech clients to other potentially helpful organizations
15. Assist as a committee member for event projects
16. Attend meetings and assist with event coordination
17. Assist with the coordination of attendees and participants of events
18. Help promote events through various online avenues available to TriTech
19. Host/proctor/moderate events when necessary

QUALIFICATIONS:

College graduate with a minimum of a bachelor's degree related to technology, business management, economics or related field; or have two years of education and two years of experience in marketing/social media interaction for businesses and monitoring business client services are required.

KNOWLEDGE OF: Small business principles and procedures; telephone etiquette; general business practices; basic public relation and marketing principals. Applicant must possess a working knowledge of software programs such as Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, and Publisher); Email marketing software; and various Social Media websites.

ABILITY TO: Effectively communicate in English both verbal and written, use a computer, including Microsoft Word, Excel and PowerPoint; compose letters independently; keyboard at a speed of not less than 50 net words per minute; establish and maintain effective relationships with others.

HOURS / DAYS: A Non-Classified Short-Term Employee is a temporary employee, exempt from the classified service, hired to perform a service that is not needed on a continuing basis and is **limited** to 160 days per fiscal year. The department budget may further limit these days.

A temporary employee can work 8 hours per day, 40 hours per week. If a temporary employee works 1 hour per day, it counts as one day towards the 160-day limit per fiscal year. Temporary employees are not exempt from overtime provisions and are entitled to overtime pay for overtime hours worked.

No temporary employee may begin to work without the authorization of Diversity and Human Resources.

The work location and assignment within the job classification is determined by the District and may be subject to change.

All offers of employment will be contingent upon the availability of funds and approval by the Board of Trustees.

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.