

July 2013

**SANTA BARBARA COMMUNITY COLLEGE DISTRICT**

**CLASSIFICATION: CLASSIFIED**

**CLASS TITLE: PUBLIC INFORMATION  
& PUBLICATIONS  
SPECIALIST**

**SALARY TABLE: 29**

**SALARY RANGE: 40**

**BASIC FUNCTION:**

Under the direction of the Vice President-Continuing Education, perform a variety of specialized duties in the design and production of informational and advertising materials for the Continuing Education Division; assist with events and communications to promote community awareness of CE Division.

**REPRESENTATIVE DUTIES:**

**ESSENTIAL DUTIES:**

Design and produce class schedules, informational and advertising materials for CE Division; create and place CE Division advertisements with various media; maintain image archive.

Assist with events and communications to promote community awareness of CE Division; propose communication strategies to achieve Division goals.

Design, develop and maintain CE Division web pages.

Design, develop and maintain content for portions of the CE Division student registration system; as requested, analyze data collected by student registration system.

Establish and maintain positive working relationships with vendors and advertising representatives.

Draft informational email communication for VP-CE to send to CE students; maintain related email distribution lists.

Prepare and maintain a variety of records, reports and files related to Continuing Education, programs, classes, courses, and schedules.

Operate a variety of office equipment including a computer and assigned software.

Participate in the development of the annual preliminary Continuing Education Division advertising and marketing budget; authorize expenditures as directed, in accordance with established limitations.

Attend and participate in various meetings as assigned; prepare agenda items as required.

**May 2021**

**Ewing Consulting Services**

**OTHER DUTIES:**

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Effective communication strategies for print and online media.

Principles, practices, terminology and techniques involved in the composition, editing, layout and design of print and online publications.

Principles, methods and procedures of operating computers and peripheral equipment.

Scheduling requirements for special projects and production runs.

Systems and software applications utilized by the Division.

Methods of collecting and organizing data and information.

Graphic design.

Policies and objectives of assigned Division, programs and activities.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Operation of a computer, desktop publishing equipment and assigned software.

Record-keeping and report preparation techniques.

Research methods.

**ABILITY TO:**

Plan short and long-term communication strategies.

Perform a variety of specialized duties in the research, organization, and design of informational materials for the Continuing Education Division.

Operate a computer, desktop publishing equipment and assigned software.

Research, develop and prepare a variety of Division documents such as class schedules, flyers, advertisements and email communications.

Edit, revise and assure accuracy and completeness of a variety of documents.

Design and produce graphic materials for printing or reproduction.

Coordinate the tasks of others during preparation of Division publications.

Determine appropriate action within clearly defined guidelines.

Participate in budget preparation.

Work independently with little direction.

Maintain records and prepare reports.

Meet schedules and time lines.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

**EDUCATION AND PAID EXPERIENCE:**

Any combination equivalent to: bachelor's degree in communications, public relations, or related field and two years writing/editing/design experience for print or online media or related experience.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment.

Driving a vehicle to conduct work.

**PHYSICAL DEMANDS:**

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information.

Sitting for extended periods of time.

Seeing to view a computer monitor and read a variety of materials.

Bending at the waist, kneeling or crouching.