

<b>NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION</b>
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Job Title:	Campus Marketing / Outreach Assistant	Range: 36	Classified Schedule
Date Revised:		Date Approved:	August 21, 2008

**PRIMARY PURPOSE**

This position is responsible for planning, coordinating and performing a variety of marketing and outreach activities to promote interest in campus programs, services and events.

**ESSENTIAL FUNCTIONS**

*Examples of essential functions are interpreted as being descriptive and not restrictive in nature.*

1.	Assists with the planning, development and implementation of campus marketing and outreach strategies; coordinates the campus master event calendar.
2.	Performs marketing and outreach activities to promote awareness of campus programs, services and events; provides assistance to support the marketing and outreach efforts of various campus departments and offices.
3.	Designs, writes, edits and prepares campus marketing and outreach materials for distribution to campus and local media, the public, colleges and universities.
4.	Attends various community and media events, as assigned, to represent the campus and promote campus programs and services; prepares and presents oral presentations concerning the campus.
5.	Maintains an inventory of campus and program-specific promotional and marketing materials; orders and tracks supplies and prepares purchase requisitions; assists in tracking budgets and expenditures.
6.	Learns and applies emerging technologies and advances as necessary to perform duties in an efficient, organized, and timely manner.
7.	Performs related duties as assigned.

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**OTHER FUNCTIONS**

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**WORKING RELATIONSHIPS**

The Campus Marketing/Outreach Assistant maintains frequent contact with various campus departments and personnel, faculty, students, media representatives, and the public.

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**EDUCATION AND EXPERIENCE**

Associate Degree in journalism, marketing, public relations or related field;

Sufficient training and experience to demonstrate the knowledge, skills and abilities listed below.

**KNOWLEDGE, SKILLS, AND ABILITIES**

Knowledge of District organization, operations, policies and objectives  
Knowledge of marketing and outreach strategies and techniques  
Knowledge of correct English usage, grammar, spelling, punctuation, and vocabulary  
Ability to write, edit and prepare written marketing materials  
Ability to communicate effectively, both orally and in writing  
Ability to use a variety of computer software to perform functions such as word processing, desktop and website publishing  
Ability to learn and use new and emerging technologies  
Ability to analyze situations accurately and identify an effective course of action  
Ability to plan, organize and prioritize work  
Ability to meet schedules and time lines  
Ability to work independently with little direction  
Ability to understand and follow oral and written directions  
Ability to establish and maintain effective working relationships with others

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**SPECIAL REQUIREMENTS**

A valid California Driver's License

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**WORKING CONDITIONS**

Office environment; subject to constant interruptions and frequent interaction with others; sitting for long periods at a time (up to 2-3 hours); repetitive use of upper extremities, including hand coordination activities; driving to a variety of locations to attend or make arrangements for activities and events.

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