

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION

Job Title:	Fine Arts Information/Marketing Representative	Range:	36
Date Revised:		Date Approved:	April 8, 2003

PRIMARY PURPOSE

This position is responsible for the planning and organizing of a variety of marketing and public relations activities to promote interest in fine arts programs and events.

ESSENTIAL FUNCTIONS

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

1.	Performs public relations activities to promote awareness of Fine Arts Division programs and events.
2.	Writes, edits, prepares, and distributes press releases promoting the Fine Arts Division programs and events for college and local newspapers, radio, television and website; publicizes and promotes Fine Arts schedule of events.
3.	Attends art exhibits, concerts and drama productions and promotes these activities to the media.
4.	Directs photography activities maintains photo file of Fine Arts performing groups concerts, exhibits and productions.
5.	Designs, writes and edits press information brochures, booklets, press guides and programs for distribution to media, public, colleges and universities.
6.	Assists with the planning and arrangement of annual festivals and events.
7.	Performs marketing duties; audience development, ticket promotions and fund raising events.
8.	Represents the Fine Arts Division at various community and media functions; prepares and presents oral presentations concerning Fine Arts Events.
9.	Maintains rental calendar for facilities; prepares facility rental contracts; Invoices and collects rental payments; maintains accurate records and files.
10.	Learns and applies emerging technologies and advances as necessary to perform duties in an efficient, organized, and timely manner.
11.	Performs related duties as assigned.

OTHER FUNCTIONS

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WORKING RELATIONSHIPS

The Fine Arts Information/Marketing Representative maintains frequent contact with various District departments and personnel, faculty, students, media representatives and the public.

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, policies and objectives
Knowledge of rules, strategy, technologies and terminologies related to Fine Arts
Knowledge of principles and techniques of preparing, producing and disseminating public information
Knowledge of principles and techniques of establishing and maintaining positive public and community relations
Knowledge of marketing and public relations techniques
Ability to plan, organize and participate in a variety of marketing and public relations activities to generate interest in fine arts programs and events
Ability to write, edit, prepare and distribute press releases and a wide variety of information
Ability to direct a camera shoot and use a camera for publicity photos
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

SPECIAL REQUIREMENTS

A valid California Driver's License

WORKING CONDITIONS

College or District office environment, fine arts events; subject to driving to a variety of locations to conduct work; extensive standing. Subject to sitting for long periods at a time (up to 2-3 hours). Repetitive use of upper extremities including hand coordination activities.
