

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT JOB DESCRIPTION

Job Title:	Public Affairs Assistant	Range:	38
Date Revised:		Date Approved:	October 30, 2007

PRIMARY PURPOSE

This position is responsible for performing a variety of complex and specialized administrative and project coordination duties in support of the District's communications, marketing and governmental/public relations activities.

ESSENTIAL FUNCTIONS

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

1.	Assists in the development, implementation and updating of communications, marketing and governmental/public relations strategic plans and goals.
2.	Assists in the development, writing, design, production and review of public relations and marketing materials, such as news releases, newsletters, brochures, advertisements, website pages, and other materials for a variety of activities and events.
3.	Assists in the production of materials in traditional, new, and emerging media formats; coordinates production of a variety of materials with the District's Printing and Design department and with external vendors.
4.	Maintains a calendar of activities and coordinates a variety of ongoing or cyclical projects, such as receptions, recognition events, and production of annual brochures, fliers, and directory updates; revises schedules, forms, reports, records and other information; prepares information for use in reports.
5.	Manages daily office activities to assure efficient operations; types and assists in the composition and editing of correspondence, memos, letters, agendas and reports; schedules appointments and meetings; initiates and answers telephone calls; responds to requests for information; answers questions and resolves problems requiring judgment, knowledge and explanation of policies; routes and distributes incoming mail and other materials; prepares outgoing mail and packages.
6.	Monitors department expenditures and budgets; approves expenditures within established guidelines; assists with budget development and tracks status of budgets; maintains petty cash accounts; responds to inquiries regarding financial issues.
7.	Orders supplies and prepares purchase requisitions; tracks orders to assure delivery and payment.
8.	Trains and provides work direction and guidance to others as directed.
9.	Learns and applies emerging technologies and advances (e.g., computer software applications) as necessary to perform duties in an efficient, organized, and timely manner.
10.	Performs related duties as assigned.

OTHER FUNCTIONS

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WORKING RELATIONSHIPS

The Public Affairs Assistant maintains frequent contact with various District departments and personnel, faculty, students, legislative offices, media representatives, consultants, vendors, and the public.

EDUCATION AND EXPERIENCE

Associate Degree or equivalent in communications, public relations, marketing, 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 rules, strategies, technologies, terminologies, and best-practice trends related to communications, public relations, and marketing
Knowledge of modern office practices, procedures, and equipment
Knowledge of record-keeping techniques
Knowledge of correct English usage, grammar, spelling, punctuation, and vocabulary
Ability to interpret, apply and explain rules, regulations, policies and procedures
Ability to write clearly, accurately, and effectively in a variety of styles for memos, letters, reports, newsletters, news releases, fliers, brochures, ads, website pages, and other formats
Ability to edit communications for clarity and accuracy
Ability to use a variety of computer software to perform functions such as word processing, desktop and website publishing, data base management, and presentation preparation
Ability to learn and use new and emerging technologies
Ability to understand and follow oral and written directions
Ability to work independently with little direction
Ability to take leadership, coordinating role with assigned projects
Ability to understand scope of authority in making independent decisions
Ability to analyze situations accurately and identify an effective course of action according to established guidelines
Ability to plan, organize and prioritize work
Ability to meet schedules and time lines
Ability to work confidentially with discretion
Ability to establish and maintain effective working relationships with others

SPECIAL REQUIREMENTS

Requires a valid California Driver's License

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 purchase or pick-up items, or make arrangements for activities and events.
