



**Classification Title: Communications Specialist/Photographer**

<b>Department:</b>	Communications/Marketing	<b>EEO6 Code:</b>	5
<b>Employee Group:</b>	Classified	<b>Salary Grade:</b>	28
<b>Supervision Received From:</b>	Director, Communications, Marketing and Public Affairs	<b>Date of Origin:</b>	9/2016
<b>Supervision Given:</b>	Direction and Guidance	<b>Last Revision:</b>	8/2023

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.*

**JOB SUMMARY.**

Supports the communication efforts of the department by promoting the Palomar College brand through message and image; implements a variety of marketing, communications, and public relations strategies and internal or external communications; and serves as the District's official photographer by shooting and publishing professional photographs for a wide variety of District.

**DISTINGUISHING CHARACTERISTICS.**

Communications Specialist/Photographer is distinguished from Marketing Communications Coordinator by its responsibility for developing and publishing communications that promote the Palomar College brand through message and image and serving as the District's official photographer while the latter class focuses on marketing coordination including the timely production of advertising.

**ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.**

**Essential Functions:** Essential responsibilities and duties may include, but are not limited to, the following:

1. Creates communication campaigns with engaging content that will be used to educate and promote Palomar College to prospective students and their families, community members, and internal and external stakeholders.
2. Researches, creates and conceptualizes press releases, feature stories, media advisories, and copy for direct mail, traditional and digital advertising, radio and television scripts, social media, special events, and other content to engage internal and external audiences.
3. Develops and maintains effective working relationships with the media and maintains media relations contact database.
4. Researches and translates various forms of subject matter to produce content for website(s), fact sheets, brochures, articles, newsletters, and digital communications.
5. Proofreads and edits content prepared by others for a prescribed use, such as advertising brochures, flyers, event information.
6. Serves as editor for monthly newsletter and District reports and coordinates and participates in writing, production and electronic distribution of these publications, while managing distribution lists and tracking performance.
7. Participates in the planning of marketing and/or communications strategies; engages in benchmarking efforts and works with external vendors to prepare related reports to inform innovation and competitive analysis.

8. Serves on the District's emergency communications team and serves as backup for the Director, Communications, Marketing, and Public Affairs in the event of the Director's absence during a time of crisis; sends out emergency alerts and media communications; sets up press conferences and writes and distributes information using the District's designated communications strategies and channels.
9. Takes professional photographs and video for inclusion in the college catalog, Annual Report, Strategic Plan, District website, and various other publications and materials to promote, publicize and build awareness of Palomar College courses, programs, people and events; shoots and prepares photographs for media advertising and other purposes.
10. Takes photographs and video for various departments and divisions, including, but not limited, to Governing Board meetings, Palomar College Foundation fundraising events, athletic events, performing arts and employee events, participates in outreach activities as needed.
11. Processes photographs, including adjusting, retouching and sizing photographs as needed; has prints made when necessary; maintains an archive of photographs, including electronic files so that images are available for both current need and historical purposes.
12. Takes professional portraits of District dignitaries such as members of executive administration, Governing Board members, faculty and staff and community members who receive special recognition at District events.

#### **Marginal Functions:**

1. Serves as liaison between the Communications/Marketing department and outside departments and organizations; responds in a professional, timely manner to internal and external inquiries about District information.
2. Contributes to speech writing for institutional leaders and governing board members.
3. Serves as project lead and photographer for special projects.
4. Performs related duties and responsibilities as required.

#### **QUALIFICATIONS.**

**Experience and Education/Training Guidelines:** Any combination of experience and education/training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

**Experience:** Three years of communications experience, including writing for publications, newsletters and/or news releases, and professional photography.

**Education/Training:** Equivalent to a bachelor's degree from an accredited college or university with coursework in communications, public relations, photojournalism or a related field.

**Licenses/Certificates:** Possession of an appropriate, valid California driver's license by time of appointment.

#### **Preferred Qualifications:**

- Communications experience in a college environment or non-profit environment.
- Experience managing projects with minimal supervision.
- Experience providing direction for video creation and editing.
- Experience developing and implementing strategic marketing communication plans from concept through implementation.
- Experience creating communication strategies to advance initiatives.

#### **Knowledge of:**

1. Microsoft Office programs including Word, Excel, PowerPoint and Adobe Publisher.
2. Principles and practices of public relations and journalism, including knowledge of AP style.

3. Principles and practices of media relations.
4. Effective writing, editing and publication production techniques, including proofreading, conducting research and interviewing subjects.
5. Principles and practices of email marketing and database management.
6. Principles of open-source website content management systems.
7. Professional photographic techniques and skills including staging of individuals in group photos; lighting in various environments; camera equipment; developing, processing and electronic filing of photographs; adjusting, retouching and sizing photographs and saving photographs in digital formats.
8. Trends and developments in new photographic technologies, equipment and processes.
9. Rules, policies, procedures and operating practices applicable to the operations, services and activities of a college communications program.
10. Local, state and federal regulations, including terminology and processes applicable to areas of assigned responsibility.
11. Principles and practices of sound business communication in a college environment; including business letter writing and report preparation.
12. Correct English usage, including spelling, grammar and punctuation.
13. Practices and procedures for developing and maintaining filing systems and records.
14. Basic research techniques, methods and procedures.

**Skill in:**

1. Communicating clearly and concisely, both orally and in writing.
2. Gathering information from many different sources; writing, editing and proofreading feature articles, stories, news releases and informational material for a variety of online and printed publications.
3. Conducting research for written articles.
4. Contacting and interviewing individuals and working closely with them in order to seek information and produce accurate written materials.
5. Taking professional photographs and arranging scenes/individuals in accordance with industry standards.
6. Adjusting and retouching photographs as needed; coordinating printing and maintaining an electronic filing system of photographs.
7. Applying applicable safety precautions involving photography.
8. Participating in assigned activities relative to assigned areas of responsibility, on- and off-site.
9. Working independently in the absence of supervision.
10. Preparing clear, concise and accurate reports, correspondence and other written materials.
11. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, age, cultural, physical or mental disability, gender, gender expression, gender identity, medical condition, nationality, race, sex, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.
12. Exercising tact and diplomacy in dealing with sensitive, complex issues and situations.
13. Establishing and maintaining effective working relationships with others encountered in the course of work.

**WORKING CONDITIONS.**

**Environmental Conditions:** Incumbent works primarily indoors under typical office conditions, and the noise level is usually quiet to moderate; and occasionally works outdoors, exposed to loud noise, crowds, moving objects/vehicles and inclement weather conditions.

**Physical Conditions:** Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to stand and walk and occasionally lift up to 50 pounds. This position is required to work shifts outside of the traditional Monday-Friday work week. Requires frequent travel to various District and other locations.

**TERMS OF EMPLOYMENT.**

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.