

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

CONTRACT EDUCATION COMMUNICATIONS SPECIALIST

*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 within the job.*

SUMMARY DESCRIPTION

Under general supervision, perform a wide variety of technical, administrative, and programmatic work in support of all areas within the Economic Development and Contract Education Department; participate in coordinating, implementing, promoting, and overseeing assigned programs and contracts; work closely with Department and District staff in support of marketing and pre-sale activities such as research, preparation of collateral and marketing materials, and proposal preparation support; and implementation, tracking and reporting of all account and marketing/sales related activities.

Incumbents in this classification must be extremely detail-oriented with attention to accuracy, skilled in multi-tasking, possess outstanding customer-service skills, be a systems thinker and be able to demonstrate initiative. Customers in this Department include instructors, clients, trainee/participants, the general public, and college and District Office Personnel.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Provide inside marketing and sales support including, but not limited to, support activities such as conducting marketing research, interfacing with Department vendors and consultants, instructors, building facilities, existing, new and potential clients, and performing related support activities to management as directed.
2. Develop, maintain, track, and provide initial follow-up to leads generated from marketing activities for Contract Education and the OSHA Training Center; respond to routine inquiries regarding department training and services and provide follow-up information to appropriate manager.
3. Coordinate the implementation and delivery of on-site contract education training and services including generation of proposals, instructor documentation, scheduling, delivery and follow-up, all training materials, and venue and logistics coordination; serve as point-of-contact for issues arising throughout the training project.
4. Serve as customer support for clients; summarize the evaluation of each training program; and follow-up with client feedback and review of overall service delivery to ensure overall program quality.
5. Maintain, review, update, and support the content and design of multiple websites as directed by Departmental management:
 - a. Using appropriate software application(s), respond to website maintenance needs and requests.
 - b. Interpret data and statistics such as monthly readership and hits per page and make recommendations for changes that will increase search engine optimization.
 - c. Track marketing results and trends; obtain, analyze, and report data from Google Analytics, or similar tool, for management review.

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- d. Provide recommendations regarding the usage of links as opportunities to increase website traffic; track responses to links and include in monthly reporting; keep inventory of links on don-District sites such as Chamber lists, city/town economic development departments, Tri-Valley Travel Bureau, etc., and update frequently using data from the website.
 - e. Design and create new website pages, templates, links, etc., and review existing pages for consistency and design; make recommendations for site updates as needed.
6. Respond to department's electronic equipment problems and maintenance needs, including telephones, computers, and peripheral equipment; promptly notify appropriate vendor or maintenance department and document status until resolved.
 7. Using graphic design software, provide initial graphic design concepts for marketing materials, including advertisements, promotional brochures and flyers, and promotional signage.
 8. Oversee and participate in development and publication of department newsletters; initiate recommendations for content, obtain management approvals, gather content, provide follow-up on status of articles and assigned tasks; publish and distribute newsletters on schedule; generate marketing data for management to evaluate the readership and success of each newsletter.
 9. Maintain statistics and tracking regarding contract education training delivery and performance, purchase and invoice requisitions, websites, promotional materials, and budget status; prepare and deliver regular reports as determined and directed by management.
 10. Maintain standards for classrooms and computer labs to ensure that rooms are always ready for training; coordinate and schedule usage of rooms for classes or rental.
 11. Represent the Economic Development and Contract Education Department at meetings and workshops as requested by management.
 12. Perform related duties as required.

MINIMUM QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

1. Fundamentals of web technology, web programming languages, web application development, graphic design, and trends in information technology.
2. Basic web design principles, practices, trends and techniques.
3. Software and programming languages used to design and maintain web pages.
4. Techniques of troubleshooting website issues.
5. Office procedures, methods, and equipment including computers and applicable software applications.
6. Principles and practices of project planning, management, and implementation.
7. Sales and marketing principles and practices for customer service-oriented environment.
8. Principles and practices used to establish and maintain files and information retrieval systems.
9. Methods and techniques of effective technical, administrative, and financial record keeping, report preparation, and presentation.
10. Methods and techniques used to provide the highest level of customer service.
11. Interpersonal skills using tact, patience, and courtesy.
12. English usage, spelling, grammar, and punctuation.

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Ability to:

1. Participate in organizing and coordinating assigned Contract Educations services and activities.
2. Perform programmatic and administrative duties involving the use of independent judgment and personal initiative.
3. Simultaneously coordinate and monitor multiple contracts; manage multiple tasks and duties, with a detail-oriented approach.
4. Understand the organization and operation of the District, assigned program, and of outside agencies as necessary to assume assigned responsibilities.
5. Understand, interpret, and apply administrative and departmental policies and procedures as well as pertinent federal, state, and local laws, codes, and regulations.
6. Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
7. Establish and maintain various data collection, record keeping, tracking, filing, and reporting systems.
8. Prepare clear and concise technical, administrative and financial reports.
9. Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.
10. Adapt to changing technologies and learn functionality of new equipment and systems.
11. Troubleshoot website and design issues with ease.
12. Type or enter data at a speed necessary for successful job performance.
13. Independently prepare correspondence and memoranda.
14. Plan and organize work to meet schedules and changing deadlines.
15. Work under steady pressure with frequent interruptions and a high degree of public contact by phone or in person.
16. Respond tactfully, clearly, concisely, and appropriately to inquiries and requests for information.
17. Communicate clearly and concisely, both orally and in writing.
18. Establish and maintain effective working relationships with those contacted in the course of work.
19. Work with and exhibit sensitivity to and understanding of the varied racial, ethnic, cultural, sexual orientation, academic, socio-economic, and disabled populations of community college students.

Minimum Education & Experience - Any combination of the following would provide a typical way to obtain the required knowledge and abilities.

Education/Training:

Equivalent to the completion of an Associate's degree in marketing, sales, business administration, project management, or other closely related field.

Experience:

Four years of related work experience that includes providing administrative support to managers as well as significant customer service, event planning, or scheduling experience. Experience that demonstrates the ability to build and maintain websites is required.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily indoors and in a standard office setting; frequent customer interaction.

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Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Adopted by Board of Trustees on October 20, 2015

Effective: October 21, 2015

Job Family: Technical - Paraprofessional