



## Job Description

**JOB TITLE:** MARKETING ASSISTANT  
**PAY GRADE:** CL 18  
**LAST REVISED:** JULY 2011

*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. Additional or different duties from the ones set forth below may be required to address changing business needs/practices.*

### **SUMMARY DESCRIPTION**

Under general supervision from assigned supervisory or management staff, performs a variety of marketing related activities such as press release writing and distribution, social media and website/portal updating, and media relations. Functions as a back-up Public Information Officer for the District's Incident Command Team. Provides office support, clerical, routine secretarial duties of a general or specialized nature in support of the function to which assigned maintains a variety of files and records; and provides information and assistance to students, faculty, staff, and the general public; and performs a variety of tasks relative to assigned area of responsibility.

**REPRESENTATIVE DUTIES** - *The following duties are typical for this job 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. Serves as the initial point of contact for the Marketing and Public Information Office; responds to media requests, greets visitors and receives office and telephone callers; resolves complaints; provides material and information in response to requests for information; conveys telephone messages; refers callers to appropriate staff for further assistance as needed.
2. Assists manager with marketing and public information plans within assigned area; composes and distributes press releases, pitches stories to local media outlets, develops and maintains media contact lists and relationships.
3. Acts as back-up Public Information Officer for the community, media, students, district emergencies, events, or any media/public relations. This includes being a member of the Incident Response Team as back-up PIO.
4. Verifies schedules and prepares for a variety of meetings; prepares and distributes agendas; makes arrangements for facility usage; attends meetings related to assigned division; takes and prepares minutes as assigned; disseminates information as appropriate.
5. Updates and manages MySierra targeted announcements, public website calendar of events and workshops, social media accounts (i.e. Facebook, Twitter) and Marketing/Public Relations content on District intranet. Responds to student emails in Public Information and MySierra Advisory accounts. Monitors web and social media analytics.
6. Works with vendor to oversee and coordinate media buys, signage, banners, and other promotional and advertising pieces for the district - with follow-through to get needed items to departments within the district on time. Maintains office supplies and inventories; orders, receives and maintains office supplies, hardware, software and equipment; prepares and delivers requisitions, purchase orders and work order forms
7. Maintains accurate and up-to-date files and records for assigned areas; maintains filing systems.
8. Maintains confidentiality of confidential and/or sensitive employee, student and other information.



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9. Utilizes various computer applications including District Enterprise software; inputs information into relational databases for use in mailings and call lists; maintains and generates reports from a database or network system.
10. Performs a variety of routine clerical, accounting and general administrative duties such as financial record keeping and reporting for the assigned area; maintains a variety of accounting records, logs and files; compiles information and data for statistical and financial reports; checks and tabulates data.
11. Reviews, codes and processes requisitions, invoices, expense forms, claims and student payroll timesheets; verifies proper amounts, hours and account coding.
12. Assists in developing and maintaining a budget for the assigned area; sets up and maintains financial documentation of all budget transactions; creates and maintains spreadsheets and accesses information from various databases; prepares and reconciles purchase orders and ensures proper coding of expenditures.
13. Receives, sorts and distributes incoming and outgoing mail and correspondence.
14. May present program information to community members, administrators, students and faculty
15. Operates office equipment including computer equipment, typewriter, calculator, copier and facsimile machine.
16. Oversee and coordinate internal project workflow system to ensure deadlines met, while tracking functions and work orders with accurate and up-to-date files and records of projects. Monitor student employee's job duties, schedules and timesheets. Trains and provides work direction to assigned student workers and temporary help as assigned.
17. Performs related duties as required.

**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:**

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

Various marketing venues and emerging technologies and trends.

Organization and operation of the assigned program area as necessary to assume assigned responsibilities.

Basic principles of press release writing and marketing.

Principles and practices used to establish and maintain files and information retrieval systems.

Principles, practices, and procedures of basic fiscal, statistical, and administrative record keeping.

Basic principles and techniques used in public relations including methods and techniques of proper receptionist and telephone etiquette.

Basic mathematical concepts.

Basic accounting theory, principles and practices.

Work organization principles and practices.

English usage, grammar, spelling, punctuation, and vocabulary.

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### **Ability to:**

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

Organization and operation of the assigned program area as necessary to assume assigned responsibilities.

Compose copy access and input information into various website, intranet, and social media pages.

Basic principles of press release writing and marketing.

Principles and practices used to establish and maintain files and information retrieval systems.

Principles, practices, and procedures of basic fiscal, statistical, and administrative record keeping.

Basic principles and techniques used in public relations including methods and techniques of proper receptionist and telephone etiquette.

Basic mathematical concepts.

Basic accounting theory, principles and practices.

Work organization principles and practices.

English usage, grammar, spelling, punctuation, and vocabulary.

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

### **Education/Training:**

Equivalent to the completion of the twelfth grade.

### **Experience:**

Two years of general clerical experience in a marketing/public relations office preferably involving extensive public contact

**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 in a standard office setting.

**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 walk, 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.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction.

*Developed In Consultation With*

