

CONNECTICUT COMMUNITY COLLEGES

Job Description

Communications Specialist (CCP 14)

Position Purpose

The Communications Specialist performs services in support of the College's marketing and public relations activities including writing and producing written communications for the traditional media, social media and digital platforms. This individual should be highly motivated, creative individual with experience and a passion for connecting with faculty and staff; current and future students, as well as community. This may include some or all of copy writing and editing on a variety of channels; photography and videography; supporting College events, and writing and editing content for the College website.

Supervisory and Other Relationships

The Communications Assistant typically reports to the Director of Marketing and Communications. The position may lead or supervise student workers or interns as assigned in a variety of duties including writing, clerical and production of social media messaging campaigns.

The incumbent has substantial cooperative and collaborative relationships with College administration, staff, faculty and alumni as well as with members of the press. The incumbent is expected to represent the College in a positive manner and to collaborate with academic and student services departments to contribute to retaining students.

Major Accountabilities

The Communications Specialist is accountable for participating in publicizing the College to its external and internal audiences to facilitate the flow of useful information and to contribute to a positive image for the College via social media. This is accomplished through effective performance in these essential functional areas:

- Publicity, Public Relations and Marketing;
- Internal and External Communications
- Digital and Web-based Marketing

Examples of Essential Duties and Accountabilities

The following examples of duties and accountabilities illustrate the general range of tasks assigned to the position but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

A. Publicity, public relations and marketing: The Communications Specialist is accountable for participating in publicizing the College to promote a favorable image in the public and to attract students to its programs. This accountability includes such essential tasks as:

1. Supporting the College's public relations and marketing activities by developing favorable relationships with the press and to create effective avenues for publicizing the College;
2. Preparing and editing press releases and other public relations and news items
3. Writing, editing and proofread materials and college communications; exemplary grammar, spelling and punctuation skills.
4. Participating in events to help positively promote the public image of the College;
5. Collaborating with members of the Marketing and Communications Office for the creation of advertising concepts and campaigns.
6. Collaborating on the development and execution of a public relations plan

B. Communications: The Communications Specialist is accountable to provide for clear and accurate communication with the College's external and internal audiences. This accountability includes such essential tasks as: (when assigned)

1. Collaborate with faculty, staff, students and community to generate or follow story leads and communicate via the appropriate channel.
2. Consulting with internal and external customers to understand the need and purpose of a project and meet deadlines;
3. Gathering information, story leads and materials for social media posts and pitch stories, and develop website publications. Monitors and archives media coverage of the College.
4. Attend events as a representative of the college and create accompanying articles, social media posts;

C. Media and Web-based Marketing: The Communications Specialist is accountable for supporting the brand visually through traditional and digital platforms and working with web-based marketing and public relation tools in such essential task areas as: (when assigned)

1. Monitor and maintain external digital presence including reputation management.
2. Building and expanding the College social media platforms to engage audiences in support of the mission and brand.
3. Identify and evaluate current and new digital technologies and uses analytics tools to measure traffic to better optimize digital marketing campaigns, email marketing, social media.
4. Scheduling and supervising photo shoots, taking photos and videos, handling the archiving and distribution of photography and video content;

5. Writing and editing website content ensuring accuracy within the College Content Management System (CMS);

Professional Participation and Development

In addition to the accountabilities listed above, the Communications Assistant is required to carry out the essential duties of:

- Attendance and participation at convocation and commencement ceremonies;
- Service on assigned committees and task forces;
- Attendance and participation at committee, staff, informational and professional meetings.

All of these may involve attendance at evening or weekend events.

The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies including required computer skills. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature.

Qualifications

Incumbents are required to have demonstrated substantial knowledge and abilities in these areas:

- Understanding of current practices and new trends in communication
- Professional practice of social media communications, photo and video editing;
- Strong written and verbal command of the English language
- Basic photography and videography;
- Strong ability to work in a team environment and ability to work with a wide variety of constituents;
- Ability to work in a fast-paced and creative environment and manage multiple projects and deadlines;

These skills and abilities typically are acquired through a combination of education, experience and training which would include a Bachelor's degree in an appropriately related field together with from one to four years of related experience; or a combination of education, experience and training which would lead to the competencies required for successful performance of the position's essential duties.

Work Environment

The position's work normally is performed on campus or campus locations, and places where the public may assemble. The position's work requires the incumbent to travel to such locations as radio stations, newspaper offices and locations for College and public events. Reasonable accommodation will be made for incumbents and candidates with physical limitations.