

**RIVERSIDE COMMUNITY COLLEGE DISTRICT
CLASSIFIED POSITION DESCRIPTION**

JOB TITLE: Public Affairs Officer

BASIC FUNCTION: Under the direction of the Associate Vice Chancellor of Strategic Communications & Relations, is responsible for general community relations, district special events, and assigned public affairs work.

PROVIDES WORK OR LEAD DIRECTION TO: Not applicable

REPRESENTATIVE DUTIES:

1. Coordinates the community relations program, with particular emphasis on underserved populations.
2. Prepares news releases and arranges media interviews; drafts public service announcements; assists with the preparation of district and college announcements and public information materials.
3. Serves as the public affairs officer for the Rubidoux education center, and assists with public affairs for Riverside City College and adherence to brand identity standards.
4. Assists the RCCD Foundation with the coordination and development of ~~an~~ Alumni Relations programs.
5. Coordinates meetings with and presentations to neighborhood associations and community groups and service organizations.
6. Coordinates displays and presentation walls in the RCCD Hall of Fame, development of special commemorative plaques, awards, and documents; and maintains official records related to District recognitions and awards.
7. Develops content for the Office of Strategic Communications & Relations website.
8. Assists with the development and placement of print and electronic advertising for the District.
9. Participates in local groups that represent the interests of underserved populations, as directed.
10. Coordinates and implements major events for the District, as directed. Develops concepts and write scripts, invitations, programs and various other materials appropriate to events.
11. Assists RCCD colleges with select recognition events, as directed.
12. Organizes the District's participation in outside events, as directed.
13. Assists with the development of customer service and strategic marketing survey instruments.
14. Develops and maintain cooperative efforts and relationships with public and private agencies, organizations, associations and groups
15. Participates in District-provided in-service training programs.
16. Maintains a friendly, supportive atmosphere for students, staff, faculty, and the public.
17. Performs other duties, related to the position, as assigned.

EDUCATION: A bachelor's degree from an accredited institution in marketing, communications, public relations or a related field is required. Bilingual (English/Spanish) is desirable.

EXPERIENCE: At least three years of professional ~~paid~~ level experience in community or public relations and event planning. Experience coordinating and implementing alumni programs, knowledge of graphic design and printing operations, and proficiency in presentation software desirable.

LICENSES/CERTIFICATIONS: None.

KNOWLEDGE OF: Communication techniques; special event planning and scheduling, and community relations strategies; marketing principles; demographics of communities served by the District; survey instruments and methods used in gauging external interest and support of Foundation and District programs.

ABILITY TO: Coordinate programs; speak in front of small and large audiences; organize and carry out multiple assignments; organize work schedules; resolve consumer complaints; develop effective marketing strategies; effectively communicate with civic and community leaders; prepare effective advertising materials, and related information, about District activities; and maintain a flexible schedule necessary for the management of evening and weekend events.

OTHER: Candidate must demonstrate clear evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students, staff, and the community.

CONTACTS: Administrators, staff, faculty, general public, community members, community leaders, Foundation members, Board members.

WORKING CONDITIONS: Normal office and campus events environment.

The Riverside Community College District is an equal opportunity employer and recognizes the need to provide reasonable accommodations to employees with disabilities. For more information, contact (951) 222-8039.