



**SHASTA-TEHAMA-TRINITY JOINT COMMUNITY COLLEGE DISTRICT
POSITION DESCRIPTION**

POSITION TITLE:	Communications Design Coordinator		
JOB CLASSIFICATION:	<input type="checkbox"/> Administrator - Educational	<input type="checkbox"/> Confidential	
	<input type="checkbox"/> Administrator - Classified	<input checked="" type="checkbox"/> Classified	
	<input type="checkbox"/> Faculty		
RANGE:	35		
HOURS PER DAY:	Up to 8		
HOURS PER WEEK:	Up to 40		
MONTHS PER YEAR:	Up to 12		
REPORTS TO:	Director of Marketing and Outreach or designee		

DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES

To develop, design, and coordinate production of a variety of publications as well as graphic artwork for printed and electronic communications; to participate in the development of promotional materials for various Shasta College departments, programs, and services; and to assist with college-wide marketing campaigns by utilizing the main website and other social media sites.

Employees in this classification receive limited supervision within a framework of standard policies and procedures. This job class exercises a high degree of independence and initiative, and requires proven skills and abilities in the development, design, and coordination of the production of a variety of publication materials, as well as web and social media content.

TYPICAL DUTIES

- Compiles, organizes, and coordinates input from a wide variety of sources to design and produce publications and electronic communications for the District.
- Creates, edits, and proofreads copy; designs and illustrates four-color artwork; takes digital photos; selects paper stock and ink colors; produces camera-ready artwork; and creates electronic files.
- Establishes effective timelines to complete projects as assigned.
- Works with College administrators, staff, and faculty to research, develop, design, and direct publication of materials for the recruitment of students, and for the promotion of a wide variety of College programs and events (e.g., newsletters, programs, posters, brochures, flyers and electronic media content).
- Confers with District personnel and committees; acts as liaison between off-campus media resources and the College.
- Develops, updates, and maintains institutional web pages as assigned; monitors and maintains social media sites in support of assigned public information activities.
- Provides technical expertise and advice to administrators, faculty, and staff concerning graphics work requests; provides information regarding formats and design possibilities.

POSITION DESCRIPTION**POSITION TITLE:** Communications Design Coordinator

- May assist in the preparation of press releases.
- Participates in web design committees.
- Uses a variety of computer software in the design and preparation of graphics, illustrations, and written materials for printed and electronic publications and other campus uses, such as campus signs and computer networks.
- Performs other related duties similar to the above in scope and function as required.

EMPLOYMENT STANDARDS*Knowledge of:*

- Adobe InDesign, Adobe Illustrator and Adobe Photoshop; Microsoft Word, Excel, and PowerPoint
- principles of marketing and advertising design
- methods, practices, terminology and procedures used in print design
- type families; colors, inks and paper stock used in printing
- appropriate electronic design tools
- digital cameras, various formats, and editing capabilities
- website architecture, HTML, HTML editors, web publishing procedures
- correct English usage, grammar, spelling, punctuation and vocabulary
- modern office practices, procedures, and equipment
- record keeping techniques

Ability to:

- design and produce four-color artwork
- coordinate the design and production of various printed and electronic publications
- estimate costs and analyze cost effectiveness of pieces prior to production
- use a computer and various computer software in connection with the production of various types of printed and electronic publications
- use a digital camera
- establish and maintain accurate record keeping systems, files, and other documentation related to the operations and activities of assigned duties
- communicate tactfully and effectively in both oral and written formats
- understand and carry out both oral and written directions
- work with a significant degree of independence and judgment
- organize work and set priorities
- establish and maintain effective work relationships with those contacted in the performance of required duties

POSITION DESCRIPTION

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QUALIFICATIONS

Education/Experience Required:

- Associate's degree or equivalent
- Two years of directly related work experience

Education Preferred:

- Bachelor's degree preferred

APPROVALS

Date Created/Revised: 7-2006 / 5-2012 / 5-2018

Cabinet Reviewed: 5-22-2018

Board Approved: 7-11-2018

The District shall provide equal employment opportunities to all applicants and employees regardless of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or status as a Vietnam-era veteran. (AP 3410 – Nondiscrimination)