

ASSISTANT DIRECTOR-PUBLIC RELATIONS

Purpose Statement

The job of Assistant Director-Public Relations was established for the purpose/s of providing multimedia services (MMS), including printed and electronic materials, production items, and district mail services, as requested by the District and other community partnerships; ensuring the safe and efficient operation of all provided services; delivering services within established timelines; and providing supervision of assigned personnel.

This job reports to Chief Public Relations Officer

Essential Functions

- Collaborates with internal and external stakeholders (e.g. district staff and administration; Community Relations, Business Services and other district departments; community organizations; equipment vendors; and postal organizations, etc.) for the purpose of ensuring district needs are met and providing excellent customer service.
- Consults with maintenance and specialized vendors on safety, health, and equipment issue concerns for the purpose of solving potential problems in MMS department.
- Develops procedures and/or actions for the purpose of establishing and implementing policies, procedures and/or guidelines to ensure department goals are achieved.
- Manages multimedia services (e.g. postal operations, duplicating/printing/laminating projects, AV and other production projects, etc.) for the purpose of maintaining compliance with legal requirements and ensuring the efficient and effective operation of the work unit.
- Monitors projects for the purpose of ensuring work meets requested specifications, quality standards, and quantity requirements.
- Plans department workflow for the purpose of ensuring projects are completed on time in accordance with internal and external customer needs.
- Prepares written materials (e.g. reports, budgets, estimates, memos, forms, specifications, etc.) for the purpose of documenting activities, providing written support and/or conveying information.
- Presents MMS information at a variety of district meetings (e.g. department subcommittee meetings, board meetings, etc.) for the purpose of maintaining department activity accountability and making recommendations.
- Researches multimedia trends for the purpose of setting goals to meet future district needs.
- Researches specifications for the most appropriate and up-to-date equipment, supplies, and materials for the purpose of maintaining availability of required items and efficiently completing projects in accordance with district standards and objectives.
- Responds to inquiries from internal and external stakeholders (e.g. vendors, district staff, etc.) for the purpose of providing information and/or direction as may be required.
- Serves as the liaison between District staff and/or vendors in regard to District copiers for the purpose of resolving issues, making recommendations and/or purchasing District copiers.
- Supervises assigned personnel (e.g. hiring, evaluating, terminating, planning, scheduling and coordinating activities; training, and advising, etc.) for the purpose of maximizing the efficiency of the work force and meeting department, district, and legal requirements and objectives.
- Supervises the department budget (e.g. expenditures, charge backs, purchase orders, requisitions, etc.) for the purpose of ensuring that allocations are accurate, related revenues are generated, and expenses are within budget limits.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to periodically upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: operating equipment used in printing, media production, and postal preparation; planning and managing projects; adhering to safety practices; and managing a budget.

KNOWLEDGE is required to perform algebra and/or geometry; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge-based competencies required to satisfactorily perform the functions of the job include: safety practices and procedures; budgeting principles; principles and methods used in processing work orders; operation and care of offset printing machines and related equipment; pre-press and post-press processes; media production processes; basic procedures and practices of graphic design; principles of supervision, training and performance evaluation; postal regulations, and pertinent codes, policies, regulations and/or laws.

ABILITY is required to schedule a number of activities, meetings, and/or events; gather, collate, and/or classify data; and consider a wide variety of factors when using equipment. Flexibility is required to work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate equipment using a variety of standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with a variety of data; and utilize a variety of job-related equipment. Independent problem solving is required to analyze issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is moderate to significant. Specific ability-based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; adapting to changing work priorities; maintaining confidentiality; meeting deadlines and schedules; setting priorities; working as part of a team; working with detailed information/data; and working with frequent interruptions.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; directing other persons within a department, large work unit, and/or across several small work units; and supervising the use of funds. Utilization of resources from other work units may be required to perform the job's functions. There is some opportunity to impact the organization's services.

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Generally the job requires 85% sitting, 10% walking, and 5% standing. The job is performed in varying atmospheric conditions.

Experience Job related experience with increasing levels of responsibility is required.

Education Community College and/or Vocational School degree with study in job related area.

Equivalency None Specified

Required Testing

None Specified

Certificates & Licenses

None Specified

Continuing Educ. / Training

None Specified

Clearances

Criminal Justice Fingerprint/Background Clearance

FLSA Status

Exempt

Approval Date

07/01/2013

Salary Grade

Exempt 73X

I HAVE READ AND UNDERSTAND THE SCOPE OF THE JOB AND HOLD THE MINIMUM REQUIREMENTS:

Employee Name (Please Print): _____

Employee Signature: _____ Date: _____