



JOB TITLE: PROMOTION SPECIALIST

Classification: Classified
Salary Range: 28

Retirement Type: PERS*
Revised/Board Approved: October 18, 2004

BASIC FUNCTION:

Under the direction of an assigned supervisor, supports, promotes and advertises the college and its centers, including the Center for the Arts/Fine Arts events, and produces successful advertising campaigns. Responsibilities include the production and design of print and radio ads, the input, design and assembly of college programs, newsletters and brochures, the production of college mailers and fliers. Assist with artist relations and maintain and track accounts related to marketing Center for the Arts events. Perform a variety of technically complex duties requiring a comprehensive understanding of graphic arts.

REPRESENTATIVE DUTIES:

Envision, design, create and oversee the production of graphic arts materials for internal and external publications and the campus community.

Design, write and produce print ads placed in local papers advertising upcoming events for the college and its centers.

Create scripts and music for the production of commercial radio spots and negotiate on-air promotional spots when necessary.

Design, write and produce press-ready artwork for campus wide programs, posters, newsletters, brochures and other materials utilizing necessary software applications.

Design and distribute external and internal fliers, posters and mailers.

Write and disseminate news releases and public service announcements for Center for the Arts and Fine Arts events, given limited information.

Perform a range of related duties in support of assigned function including compiling information for projects, entering data, proofreading and editing own work product.

Manage artist relations in terms of ascertaining the needs of the artists performing at the Center in order to ensure transportation, lodging and catering requests are met in accordance with contract obligations.

Maintain all accounts related to the marketing plan including processing all invoices, maintaining account records, tracking balances and working closely with the accounting and purchasing offices.

Oversee and direct the work of hourly employees.

Perform related duties as assigned.

JOB QUALIFICATIONS:Education and Experience:

Any combination equivalent to: a bachelor's degree in related field and two years experience in writing promotional materials for performing arts organization including use of related software applications.

OTHER QUALIFICATIONS:Knowledge/Areas of Expertise:

Technical aspects of field of specialty.

Comprehensive knowledge of graphics, computers and multimedia productions.

Operating characteristics of relevant software applications including those related to desktop publishing.

Graphic art, layout and design for programs, brochures, newsletters, etc.

Various writing styles used in promotion.

Art-related resources for research purposes.

Printing procedures, terminologies and techniques.

Print and radio ad design and production.

Abilities/Skills:

Analyze situations and adopt effective courses of action.

Communicate effectively both orally and in writing.

Plan and organize work to meet changing priorities and deadlines.

Create digital images and photos for Web-based assignments and social media channels.

Design effective layouts, prepare and disseminate promotional materials.

Work independently with little direction.

Establish and maintain cooperative and effective working relationships with others.

Lift objects weighing up to 50 pounds.

WORKING CONDITIONS:

Typical office setting.

Extensive computer work.

Long periods of standing and sitting.

Frequently moves from one work area to another.

* Previous employment performed in a different public retirement system may allow eligibility to continue in the same retirement system.