

**DEPARTMENT:** NCCC  
**CLASSIFICATION:** COMPETITIVE  
**APPROVED:** JUNE 15, 2023

**PUBLIC RELATIONS ASSISTANT**

**DISTINGUISHING FEATURES OF THE CLASS:** This position involves responsibility for performing public relations activities in order to develop public interest and understanding of Niagara County Community College, its programs, and policies. This is a position with college-wide responsibility and plays a significant role in shaping the image of the entire College, including but not limited to: Admissions, Niagara Falls Culinary Institute, Workforce Development Office, Student Life, Small Business Development Center, Student Development, NCCC Foundation and all academic divisions of the College. This position supports the College brand and marketing by managing, creating, and sustaining dynamic and appropriate communications including print materials, print and digital designs for advertisements, videos for marketing and academic purposes, and graphic elements for the college's website. General direction is received from the Director of Public Relations. Does related work as required.

**TYPICAL WORK ACTIVITIES:**

1. Assists the management team in the coordination and the preparation of external college publications that may include but not be limited to brochures, newsletters, calendar, the web site and print and online advertisements;
2. Assists the Print Shop with layout capabilities when necessary;
3. Serves as campus photographer of events, awards, and special occasions;
4. Coordinates printing services, working within allotted budget: solicits, assesses, and makes recommendations on price quotations and bids as appropriate;
5. Provides publication guidance to staff and faculty to assist them in the production and effective use of their own publications;
6. Works collaboratively with the rest of the public relations team to insure that the offerings and branding messages of the college are articulated clearly, consistently, and engagingly through publications and advertising;
7. Reviews proposals from printing and advertising vendors and offers input on appropriate directions;
8. Assesses success of publications and advertisements by identifying, gathering and reporting appropriate data;
9. Refers appropriate messages and issues to the Public Relations Director and with management direction, provides prompt responses to requests for public information about the college, its policies, and its programs;
10. Coordinates the layout and dissemination of official internal communication publications, including the video monitors, electronic newsletter and annual report;
11. Stays abreast of professional practices in the public relations and graphic design field;
12. Provides design direction and graphics for website as needed;
13. Assists with posting to the college's social media accounts and develops content in support of the college's digital platforms including Facebook, LinkedIn, Twitter, and Instagram;
14. Contributes stories and press releases as needed;
15. Shoots, edits, and produces videos for marketing and/or academic purposes;
16. Utilizes computer software to produce multi-media presentations using computer-based editing equipment;
17. Develops and supports methods for tracking digital advertising, including appropriate conversion metrics;
18. Ensures that creatives for the digital campaigns are in accordance with the College's brand, visual, and copy standards;
19. Recommends website changes to support the launch, tracking, optimization, and conversion goals of digital campaigns;
20. Provides monthly and quarterly reports on paid ads, website traffic, and social engagement.

**CONTINUED**

## **PUBLIC RELATIONS ASSISTANT CONTINUED**

### **FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Thorough knowledge of public relations principles and methods; good knowledge of the methods and procedures of producing, publishing and distributing community information materials; working knowledge of the operations, programs, policies, and activities of the college; thorough knowledge in graphic design software such as Adobe Creative Suite; ability to apply a creative approach to reaching target markets through design; ability to express ideas clearly and concisely, verbally and in writing and to use proper grammar and punctuation; ability to think and write creatively; ability to complete tasks within established timelines; ability to manage multiple priorities and to work as a team member as well as independently; ability to collaborate and interact effectively; ability to collect data and prepare reports; commitment to the philosophy and mission of the College; initiative; resourcefulness; physical condition commensurate with the demands of the position.

### **MINIMUM QUALIFICATIONS:**

**SUGGESTED PROMOTIONAL QUALIFICATIONS:** Two (2) years of permanent competitive status as a Duplicating Machine Operator at Niagara County Community College immediately preceding the date of examination **AND** one of the following open competitive qualifications.

**OPEN COMPETITIVE QUALIFICATIONS:** Candidates must meet one of the following:

1. Graduation with a Bachelor's Degree in media arts, graphic design, communications, marketing, or a related field and two (2) years of paid experience using graphic design software, or as a professional photographer, or in a paid marketing position that included purchasing, printing, advertising, or related services; **OR**
2. Graduation with an Associate's Degree in media arts, graphic design, communications, marketing, or a related field and four (4) years of paid experience using graphic design software, or as a professional photographer, or in a paid marketing position that included purchasing, printing, advertising, or related services.

### **NOTE:**

1. Degrees must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education.
2. Verifiable part-time experience will be pro-rated.