



## Institutional Advancement Coordinator

Classified Range: 45

Board Approved: 05/12/22

P. 1|4

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

### **SUMMARY DESCRIPTION**

---

Coordinates an array of institutional advancement activities and functions related to enhancing the image of the college and connection to the community.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives limited direction from appropriate supervisor; refers only unusual decisions to supervisor. May provide technical and functional direction to assigned student workers.

### **REPRESENTATIVE DUTIES**

---

*The following duties are typical for this classification.*

1. Collaborates with respective departments and/or employees to coordinate the college's institutional advancement functions, such as communications, graphic design, photography, videography, and social media.
2. Serves as an initial point of contact for members of the campus community to promote events, activities, and workshops.
3. Collaborates with other departments to meet their communication needs including coordinating photography, videography, brochures, and other communication tools.
4. Develops promotional brochures and materials for individual departments, divisions, and college.
5. Coordinates trainings on effective use of social media and branding standards to college departments and divisions.
6. Researches, writes, distributes, and tracks press releases, coordinates information released to the press and media regarding institutional advancement activities.
7. Plans, writes, edits, lays out, coordinates, and distributes newsletters, publications, social media, feature articles and other announcements and communications including board reports, weekly student emails, annual reports; provides updates for TV monitors and other computer screens throughout campus.
8. Assists in the development and use of a tracking and evaluation system to gauge the efficiency in communications.
9. Coordinates and participates in presentations at community functions and events with higher education peer institutions, community partners, local business and industry, and local non-profit organizations related to institutional advancement.
10. Prepares and monitor the department's annual budget and prepare the department's annual program plan.



## Institutional Advancement Coordinator

**Classified Range: 45**

Board Approved: 05/12/22

P. 2|4

11. Represent the college at off-campus functions, meetings, and events related to institutional advancement.
12. Prepares and provides reports, program plans, and event plans.
13. Prepares and assesses Service Area Outcomes, Program Review and other related outcomes for institutional advancement.
14. Performs other duties related to the primary job duties.

### **MINIMUM QUALIFICATIONS**

---

*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

#### **CORE COMPETENCIES:**

##### **Analyzing and Interpreting Data**

- Apply sorting, coding and categorizing rules
- Analyze data
- Read reports
- Draw meaning and conclusions from quantitative and/or qualitative data

##### **Customer Focus**

- Attending to the needs and expectations of customer
- Seeks information about the immediate and longer-term needs of the customer
- Anticipates what the customer may want or expect in a product or service
- Works across organizational boundaries to meet customer needs \*\*

##### **Reading Comprehension**

- Understanding and using written information
- Knows the meaning of printed words; comprehend the literal meaning of text
- Make interpretations, applications, deductions, inferences, extrapolations from written information \*\*

##### **Professional and Technical Expertise**

- Applying technical subject matter to the job \*\*
- Knows the rudimentary concepts of performing the essential technical operations

##### **Critical Thinking**

- Analytically and logically evaluates information to resolve problems
- Follow guide, SOP or other step by step procedures for locating the source of a problem and fixing it
- May detect ambiguous, incomplete, or conflicting information or instructions\*\*

##### **Attention to Detail**

- Focusing on the details of work content
- Shows care and thoroughness in adhering to process and procedures that assure quality



## **Institutional Advancement Coordinator**

**Classified Range: 45**

Board Approved: 05/12/22

P. 3|4

- Applies knowledge and skill in recognizing and evaluating details of work\*\*
- Applies skilled final touches on products

### **Using Technology**

- Working with electronic hardware and software applications
- Using basic features and functions of software and hardware
- Experiments and finds novel uses for standard features and functions \*\*
- Adds, improves, modifies, or develops features and functionality\*\*

### **Team Work/Involving Others**

- Collaborating with others to achieve shared goals
- Engages others for suggestions and ideas

### **Writing**

- Communicating effectively in writing
- Using correct writing mechanics including spelling, vocabulary, grammar, syntax, punctuation, capitalization, sentence structure
- Logically orders and structures ideas and progression of thought

### **Adaptability**

- Responding positively to change and modifying behavior as the situation requires\*\*
- Accept and adjust to changes and the unfamiliar

### **Innovation**

- Imagining and devising new and better ways of doing things\*\*
- Fix what is broken; find solutions and fixes with resources at hand
- Finds new approaches to performing familiar tasks
- Create and invent new ideas; envision the unexpected, unexplored, untried\*\*

### **Listening**

- Comprehend and verbal instructions and orally presented information
- Recalls or retrieves key points in a conversation
- Listen actively by rephrasing others' input cogently and accurately\*\*

### **Legal and Regulatory Navigation**

- Understanding, interpreting, and ensuring compliance with laws and regulations
- Locates, understands, or provides factual regulator information\*\*
- Works within the bounds and limits of what is permissible

### **Professional Integrity and Ethics**

- Follows a clear-cut set of rules
- Understands practical necessity of rules and ethical guidelines
- Shows consistency in behavior and judgement over a long term and varied situations

### **Valuing Diversity**

- Shows acceptance of individual differences
- Welcomes input and inclusion of others who may be different from oneself
- Shows understanding and empathy for the challenges of groups seeking inclusion or dealing with perceived discrimination

*\*\*Lead, Advanced or Senior Level Position*



## Institutional Advancement Coordinator

Classified Range: 45

Board Approved: 05/12/22

P. 4|4

### Education and Experience Guidelines

#### Education/Training:

An Associate's degree or the equivalent of sixty (60) semester units with major coursework in communications, business administration or a related field from an accredited university.

#### Experience:

Four (4) years of increasingly responsible experience in journalism, public relations, marketing, communications, public administration, or a related field.

#### Equivalency Provision:

In the absence of an Associate's degree from an accredited college or university, equivalent to the completion of high school and six (6) years of increasingly responsible experience in journalism, public relations, marketing, communications, public administration, or a related field or a related field is qualifying.

#### License or Certificate:

Possession of a valid driver's license.

### PHYSICAL DEMANDS AND WORKING ENVIRONMENT

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed primarily in a standard office setting with frequent travel to other locations.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to frequently lift, carry, push, and/or pull light to moderate amounts of weight up to 35 pounds; to occasionally lift, carry, push, and/or pull heavier amounts of weight with or without assistance. to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read printed documents; and to operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction.