



## Marketing & Communications Coordinator – KVCR/FNX

Classified Range: 45

Board Approved: 11/18/21 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**

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Performs a variety of activities designed to promote and publicize the District's television and radio station, including digital engagement and social media outreach.

### **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, professional experts, interns, and volunteers.

### **REPRESENTATIVE DUTIES**

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*The following duties are typical for this classification.*

1. Develops and implements digital marketing strategies to enhance visibility, audience engagement, and outreach for the District's television and radio services; plans coordinates, and manages digital advertising initiatives in support of outreach and promotional objectives.
2. Participates in developing and evaluating publicity and marketing goals, objectives, policies, and procedures; implements resulting policies and procedures.
3. Coordinates the maintenance and updates of the station's online and social media accounts.
4. Assists with campaigns to increase annual financial contributions through direct mail, underwriting, on-air promotions and special events.
5. Coordinates on-air and digital promotions for KVCR-TV/FM and FNX programs and events.
6. Designs and participates in station outreach efforts and special events related to KVCR-TV/FM and FNX programs, fundraising, and community engagement activities.
7. Designs and places station advertising on various media including electronic and print.
8. Responds to questions and inquiries from members of the public, the media, and outside institutions and organizations; provides information within area of responsibility; resolves complaints in an efficient and timely manner.
9. Attends and participates in professional group meetings; provides information within area of responsibility; maintains awareness of new trends and developments in the field of marketing; incorporates new developments as appropriate.
10. Monitors and ensures compliance with applicable PBS and NPR guidelines, policies, and standards as they relate to social media, communications, marketing, branding, and public outreach activities.
11. Assists in tracking station content and community engagement activities for CPB, PBS and NPR reporting as needed.



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12. Performs other duties related to the primary job duties.

### **MINIMUM QUALIFICATIONS**

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#### **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



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- 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\*\*

### **Valuing Diversity**

- Shows acceptance of individual differences
- Welcomes input and inclusion of others who may be different from oneself



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- Shows understanding and empathy for the challenges of groups seeking inclusion or dealing with perceived discrimination

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

### **Education and Experience Guidelines**

#### **Education/Training:**

An Associate's degree from an accredited college or university in journalism, communications, mass media, radio/television, marketing advertising, or a related field.

#### **Experience:**

Four (4) years of experience in public relations, communications, advertising, or marketing.

### **Equivalency Provision:**

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

## **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 occasional travel as needed.

**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 occasionally lift, carry, push, and/or pull light to moderate amounts of weight up to 25 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 computer screens and printed documents; and to operate assigned equipment.

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