COLTON-REDLANDS-YUCAIPA REGIONAL OCCUPATIONAL PROGRAM

CLASS TITLE: COMMUNITY ENGAGEMENT AND DIGITAL MARKETING SPECIALIST

BASIC FUNCTION:

Under the direction of the Superintendent or designee, the Community Engagement and Digital Marketing Specialist at Colton Redlands Yucaipa Regional Occupational Program (CRY-ROP) is responsible for coordinating communication efforts, managing content for CRY-ROP's communication outlets, and developing media that reflect the mission and vision of CRY-ROP.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:
Develop and disseminate engaging content for CRY-ROP's social media platforms, website, press releases, newsletters, flyers, posters, job advertisements, and brochures.
Coordinate, record, edit, and publish monthly videos highlighting CRY-ROP programs or events.
Monitor and update social media and website content regularly.
Create and maintain promotional materials that align with CRY-ROP branding.
Provide media coverage for CRY-ROP events and activities.
Coordinate participation in community events and publicize these efforts through social media and press releases.
Create templates for various departments to ensure consistent branding and messaging.
Post job advertisements on various platforms to attract potential candidates.
Support staff in communication efforts.
Inform staff about community events.
Maintain and update CRY-ROP Photos and Videos folders and assign appropriate access.
Collaborate with partner district staff to build networks and collaboration opportunities.
Create and maintain a list of organizations for press releases.
Attend meetings and conferences as assigned
Promote and recruit for CRY-ROP programs

OTHER DUTIES:
Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:
Social media platforms and digital marketing strategies.
Communication techniques and public relations practices.
Photography, videography, and e-newsletter publishing.
Budget management and promotional material tracking.
Presentation creation and delivery.
Event planning and coordination.
Community engagement and outreach strategies.
Web publishing software applications.
Applicable laws, codes, regulations, policies, and procedures.
Interpersonal skills using tact, patience, and courtesy.
Report and speech writing techniques.

ABILITY TO:
Develop, coordinate, and implement communications across various channels, including web-based platforms and social media.
Plan, organize, control, and direct public relations and public information efforts.
Write clear and concise memorandums, news briefs, and summaries.
Assemble information and create reports and documents in a clear and effective manner.
Communicate effectively both orally and in writing.
Establish and maintain cooperative working relationships with others.
Analyze situations accurately and adopt effective courses of action.
Meet schedules and timelines.
Work independently with little direction.
Plan and organize work.
Prepare comprehensive narrative and statistical reports.

EDUCATION AND EXPERIENCE:

Required: Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or a related field. At least 2 years of experience in social media management, digital communications, public relations, or a related area.

Experience using Google suite, Microsoft Word, Excel, PowerPoint, web management tools, social media platforms, Graphic Design programs (Canva, Photoshop, InDesign), and video editing software is preferred.

LICENSES AND OTHER REQUIREMENTS:

Valid California Class C driver's license.

WORKING CONDITIONS:

ENVIRONMENT:
Office environment with occasional travel for events and meetings.
Driving a vehicle to conduct work.
May involve working some weekends and evening hours.

PHYSICAL DEMANDS:
Dexterity of hands and fingers to operate a computer keyboard.
Seeing to read a variety of materials.
Hearing and speaking to exchange information.
Sitting or standing for extended periods of time.