

## Coordinator, Spanish Communications

**FLSA Status:** Exempt

**Pay Grade:** 15

**Job Title ID:** 102001

**Job Series/Job Family:** President's Series / Public Information/Marketing/Publications Family

### Reports To

Director, Associate Public Information

### Job Purpose

Under general supervision, assists in coordinator of the College's public relations activities with emphasis on those targeted for the Hispanic market, including print and broadcast advertising, publication production, media relations, and special events promotions; assist in establishing and maintaining a consistent image for the College; assist in achieving marketing objectives; and perform related work as required.

### Description of Duties and Tasks

*Essential duties and responsibilities include the following. Other duties may be assigned.*

#### **Required**

1. Provides assistance in development of strategic-level marketing communications. Analyzes, synthesizes and recommends best ways to position and disseminate information, ensuring that key messages congruent with institutional and campaign goals reach Hispanic market.
2. Writes and edits external and internal marketing communications, website content, external communication/marketing initiatives, and other publications, etc., for target audience.
3. Provides assistance in development and execution of crisis communications in the event of an emergency.
4. Translates strategic college marketing communications for the purpose of ensuring accuracy of information conveyed in both Spanish and English.
5. Consults on translations made by others for the purpose of reviewing and editing official college materials for accuracy, context, readability, grammar and style.
6. Updates and maintains the College's Spanish glossary for internal and external marketing and communications.
7. Provides assistance in planning and execution of media relations initiatives. Writes, edits, and translates press releases, media advisories, and news features; pitches stories to media; schedules media interviews; prepares faculty/staff for media interviews; and serves as media spokesperson as needed.

### Knowledge

*Must possess required knowledge and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.*

#### **Required**

- Excellent public speaking skills and the ability to present the College in a positive way to diverse populations.
- Advanced fluency in written and oral Spanish.
- Excellent command of Spanish grammar, syntax, and idiom.
- Strong command of English grammar, spelling, and punctuation.
- Familiarity with the regional Hispanic community.
- Basic practices of media relations and public relations.
- News writing and editing principles, practices, and techniques.

### Skills

*Must possess required skills and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.*

**Required**

- Produces effective translations that communicate accurately and effectively rather than literal meaning.
- Writes and edits using correct English and Spanish vocabulary, spelling, grammar, and punctuation.
- Communicates effectively in English and Spanish.
- Performs under pressure to meet deadlines, establish priorities, organize and handle a variety of project simultaneously.
- Demonstrates emotional intelligence and poise in working with College and community leadership.
- Demonstrates superior organizational and planning skills with attention to detail and follow-through.
- Ability to assist in developing, implementing and evaluating public relations and marketing goals.
- Ability to gather information from a variety of sources and assimilate into a coherent presentation.

**Computer Skills****Required**

- Demonstrated proficiency using standard office software applications.

**Physical Requirements****Required**

- Occasional lifting of objects up to 10 pounds
- Subject to standing, walking, sitting, bending, reaching, kneeling, pushing and pulling
- Subject to traveling within the local Austin area.
- Work is performed in a standard office environment.

**Work Experience****Required**

- Two years related work experience in an educational, corporate, or office environment using formal Spanish writing, speaking and translating in professional applications.

**Preferred**

- One year related work experience in media relations, with an emphasis on producing, writing and editing news stories for the Hispanic market.
- One year related work experience in public speaking.

**Education****Required**

- Bachelor's degree in Spanish, Journalism, Communications, Marketing, or related field.

**Licenses/Certifications****Required**

- Valid Texas driver's license.

**Other****Preferred**

- Knowledge of community college mission, activities and procedures.

**Safety****Required**

- Work safely and follow safety rules. Report unsafe working conditions and behavior. Take reasonable and prudent actions to prevent others from engaging in unsafe practices.

