

COMMUNICATIONS PRODUCTION FACILITATOR

DEFINITION

Responsible for developing and providing communications media, including graphics, charts, newsletters and bulletins, for the Community Outreach Unit of the Facilities Services Division in a format appropriate and comprehensible for the communities affected by the District's decisions regarding facilities and new construction.

TYPICAL DUTIES

Responsible for and participates in the creation and designing of graphic print materials, coordinating with reprographics for production, proofing, and distributing materials to community organizers in the most efficient and effective manner.

Generates various media in response to requests by community organizers, such as fact sheets, frequently asked questions sheets, and other flyers.

Assembles "tool kits" for community organizers that contain information from the District, including glossaries of terms, policies and procedures and other reference information.

Determines how information is best communicated to the target audience, such as requiring minimal translation and explanation for community groups, or conversely, to provide a high level of detail for elected officials.

Works with division management to determine information needed on the Facilities Services Division website, and recommends the designs, level of complexity, and functionality.

Writes and revises copy for collateral materials.

Prepares and writes materials including reports and strategic documents for Community Outreach Branch activities.

Attends community outreach meetings to determine what needs to be produced for further meetings.

Responds to high priority needs, gathers input from appropriate sources, and creates media to be distributed.

Coordinates and produces printed collateral for special events.

Provides event coordination assistance.

Supports information management initiatives including the creation of databases for contact information and other data.

Creates departmental forms for internal and external communications including questionnaires and reports.

Maintains appropriate work records and files for media produced.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Communication Production Facilitator is responsible for developing and providing communications media for the Community Outreach Unit of the District.

A Display and Graphics Designer supervises and participates in graphic arts and photographic services.

SUPERVISION

A Communications Production Facilitator receives general supervision from the Director and Assistant Director of Community Outreach. General supervision is exercised over lower level staff.

CLASS QUALIFICATIONS

Knowledge of:

Communication processes and approaches that affect and reflect cultural and socio-economic realities
Desktop software, including MS Project, Excel, Word, Access and Power Point
Various types of collateral and communications media

Ability to:

Handle multiple tasks and assignments, and prioritize
Maintain effective work relationships
Advise administrative personnel regarding communications materials and equipment
Work under pressure effectively and deal with the pressure of working with hostile audiences
Proof and write copy
Communicate concisely and effectively both orally and in writing
Monitor the work of outside vendors

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a degree in communications, journalism, English or related field.

Experience:

Two years of experience in the field of communications that includes the development of communications media using computerized methods, and the integration of information from various sources to develop and produce communications media including graphics, charts, newsletters and bulletins.

Special:

A valid California Driver License.
Use of an automobile.

This class description is not a complete statement of essential functions, responsibilities or requirements. Requirements are representative of the minimum level of knowledge, skill and/or abilities. Management retains the discretion to add or to change typical duties of a position at any time.