

Agreement Between

California School Employees Association and its Merced College Chapter 274

and the Merced Community College School District

The parties agree it is in the interest of the District and CSEA to add or change the attached job specification(s) under the following conditions:

1. This Editorial Office Assistant job description will be specific to the Office of External Relations to safeguard the incumbent in the existing Editorial Office Assistant job title until such time that the Business Resource Center (BRC) structure review is completed and the incumbent's job description and/or title is negotiated.
2. Upon ratification of any changes to the BRC job description and/or title belonging to the current incumbent, the area specific annotation for "Office of External Relations" for the Editorial Office Assistant position shall be dropped unless the parties reach a different mutual agreement.

For the District: Superintendent/President

Chin Vitelli

Signature and Date

For CSEA: Chief Negotiator

Angelica Campos

Signature and Date

For CSEA: CSEA Labor Representative

Laurie Mitchell 9/15/20

Signature and Date



MERCED COMMUNITY COLLEGE DISTRICT

EDITORIAL OFFICE ASSISTANT (OER)



~~MERCED COMMUNITY COLLEGE DISTRICT~~

~~EDITORIAL OFFICE ASSISTANT~~

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.

SUMMARY DESCRIPTION

Under general supervision, performs varied public information, public relations, and marketing duties, including ~~photography~~, press releases, ~~layout and design of online~~ publications, ~~social media messaging and monitoring~~, ~~social media visuals such as photography and infographics~~, ~~editorial calendar~~, and ~~other~~ marketing materials; varied secretarial and clerical duties; ~~has responsibility for performing a segment of the technical/clerical functions, and does~~ does related work as required.

REPORTS TO

Director or Manager~~Area Dean~~

SALARY RANGE

20

REPRESENTATIVE DUTIES

- ~~1.~~ 1. Performs a wide variety of public information and public relations duties involving the use of independent judgment and an understanding of public relations functions and procedures
- ~~2.~~ 2. Develops working knowledge of special terminology related to the assigned function;
- ~~3.~~ 3. Composes and edits public information materials
- ~~4.~~ 4. ~~Interviews and photographs subjects~~
- ~~5.~~ 5. Works with various college departments in developing public information materials;
- ~~6.~~ 6. Assists ~~the Area Dean~~ in the development ~~and publication~~ of ~~special projects, including department web page online publications, marketing campaigns and marketing reports-social networking sites.~~
- ~~7.~~ 7. ~~Assists with developing and posting social media messaging, monitoring channels, and managing editorial calendar~~
- ~~8.~~ 8. ~~Preparation of financial reports; answer telephones; create purchase orders; schedule meetings; take notes in meetings and filing~~
- ~~9.~~ 9. Other related duties as assigned

QUALIFICATIONS

Knowledge of...

- Publicity preparation
- Associated Press Style Book and media law
- Demonstrated experience with Microsoft Office Suite-Word and Adobe Creative Cloud Suite PageMaker software
- Demonstrated experience with social media scheduling tools and platforms including Facebook, Instagram and Twitter
- Modern office methods and procedures

Ability to...

- Use standard English effectively
- Develop and compose a wide variety of public information and marketing materials including press releases, publications and reports, and print advertising in a timely manner
- ~~Layout and design publications using graphic arts concepts and computer desktop publishing programs~~
- Use content management systems to update web content and online publications
- Foster a positive college image in the community
- Read, understand, learn and apply pertinent procedures and requirements
- Perform assigned technical/clerical procedures
- Work cooperatively with others
- Work independently and with a minimum of supervision
- Work with the public and district employees in an effective, tactful and diplomatic manner
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students

REQUIRED EDUCATION AND EXPERIENCE

Education/Training/Experience

Associate's degree **OR** High School diploma **OR** GED **AND** three (3) years applicable experience **OR** the equivalent education and experience.

DESIRED QUALIFICATIONS

Education/Experience

Bachelor's Degree in English, journalism, business, graphic arts or related fields.

License or Certificate

None

PHYSICAL DEMAND 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 individual with disabilities to perform the essential job functions.

Environment

Work is performed primarily in an office environment with some travel to different sites; incumbents may be required to work extended hours including evenings and weekends.

Physical Ability to...

- Work at a desk, conference table or in meetings of various configurations
- Hear and understand speech at normal levels
- Communicate so others will be able to clearly understand normal conversation
- Read printed matter and computer screens
- Stand or sit for prolonged periods of time
- Bend and twist, stoop, kneel, crawl, push, pull
- Lift, carry, push, and/or pull moderate to heavy amounts of weight
- Operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard
- Reach in all directions

Vision

See in the normal visual range with or without correction.

Hearing

Hear in the normal audio range with or without correction.

Revised 12/2019