

**CORNELL COOPERATIVE EXTENSION ASSOCIATION OF ORANGE COUNTY
STAFF POSITION DESCRIPTION**

Current Incumbent, if any:

Date Written/Revised: 07/21/2018

CCE Classification Job Title: Association Communications Coordinator

Position #:

Working Title (if different): Communications Coordinator

FTE: 1.0

Reason: New Position Revision

FLSA: Exempt Non-Exempt

REPORTING RELATIONSHIP(S):

Immediate Supervisor's Name and Classification Job Title: Kerry Dowling, Association Communications Manager

Position(s) Supervised / Direct Reports None.

Volunteer Oversight: No Yes

POSITION SUMMARY:

The Cornell Cooperative Extension Orange County Communications Coordinator is responsible for the implementation of coordinated public relations, marketing, mass media efforts for the individual programs and the Association overall. The Communications Coordinator may provide input to planning and strategic communications/marketing efforts. This position involves diversified duties requiring knowledge of marketing, public relations, desktop publishing and website software. The Communications Coordinator serves as part of the program support team under the direction of the Association Communications Manager to provide the Association with graphics support services including design and layout work of all types of print media, along with preparing print plates working with the Association Printer to ensure efficient print room scheduling and operation. The Communications Coordinator acts as liaison to all media contacts and serves as backup to the Communications Manager.

REQUIRED QUALIFICATIONS:

- Associate's Degree or Equivalent Education. *GED/High School Diploma plus 1 year transferrable program/functional experience may substitute for educational component.*
- Four years of experience in marketing, desktop publishing, communications, design or similar field.
- Demonstrated proficiency working on PC and with multiple windows-based software and hardware technologies including Microsoft products such as, but not limited to, Outlook, Access, Word, Excel, Publisher, Adobe products including InDesign, Photoshop Illustrator, Acrobat.
- Demonstrated ability to communicate effectively through oral, written and visual channels using traditional educational tools, as well as electronic technology (e.g. video, audio, web, etc.)
- Experience in using social media (Facebook, Twitter, etc.) and QR code generating in a professional setting for PR and marketing purposes.
- Ability to design and technically execute creative, dynamic and interactive user-friendly web pages.
- Ability to work independently, make independent decisions, delegate tasks and attend to details.
- Ability to organize workload, handle administrative detail, work under pressure and establish priorities according to Association requirements.
- Ability to display commitment to and enthusiasm for the mission of CCE.
- Ability to work as a member of team and maintain satisfactory working relationships with others including the public; excellent human relations skills.
- Ability to maintain a positive and professional attitude and appearance. Maintain a positive public image of CCE when dealing with clients, volunteers, and committee members.
- Must be able to transport marketing supplies and equipment to multiple program sites as needed.

Position Description Template Revised July, 2016

- Ability to meet travel requirements associated with this position.
- Ability to meet acceptable background check standard and motor vehicle check, as required.
- Ability to work flexible hours which may include evenings and/or weekends, as appropriate.

PREFERRED QUALIFICATIONS:

- Demonstrated marketing and design abilities for effective branding and communications.
- Creative and innovative approaches to marketing a community-based not-for-profit organization's educational image and products.
- Ability to initiate, plan, organize, implement and evaluate informal and formal marketing and public relations programs addressing diverse audiences.
- In-depth knowledge of marketing and media methods.
- Demonstrated ability to create and maintain complex and unique databases of information.

SUBJECT MATTER/BACKGROUND:

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| <input type="checkbox"/> Agriculture and Food Systems | <input type="checkbox"/> General Administration | <input type="checkbox"/> Farm |
| <input type="checkbox"/> Nutrition, Food Safety & Security and Obesity Prevention | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Grant/Contract |
| <input type="checkbox"/> Environment and Natural Resources, Sustainable Energy and Climate Change | <input type="checkbox"/> Finance | <input checked="" type="checkbox"/> Communication |
| <input type="checkbox"/> Community and Economic Vitality | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Other |
| <input type="checkbox"/> 4-H Youth Development and Children, Youth and Families | <input type="checkbox"/> Facility | |

THIS IS A 37.5 HOURS PER WEEK, NON-EXEMPT, BENEFITS ELIGIBLE POSITON.

ALL INTERESTED CANDIDATES MUST APPLY ON-LINE AT

https://cornell.wd1.myworkdayjobs.com/en-US/CCECareerPage/job/New-York-State-Other/Communications-Coordinator--Middletown--NY_WDR-00017702

Deadline for applying is Jan. 30, 2019. Salary is \$18.73 per hour.

RESPONSIBILITIES/ESSENTIAL FUNCTIONS:**Administrative Responsibilities:**

Direction	5%
<ul style="list-style-type: none">• May provide moderately complex administrative tasks in planning for communication and marketing efforts for the Association and its programs and events.• Assist in planning effective strategic external and internal communication efforts and marketing efforts. Make recommendations to supervisor and/or Executive Director for strengthening and improving the marketing plans.• Plan mass media efforts and utilize good marketing strategies to generate appropriate public image and messaging.• May provide input into communications budgeting and feasibility of program communication goals.	
Management	25%
<ul style="list-style-type: none">• Provide substantial moderately complex administrative tasks to guide the implementation of communications strategies, both program specific and association-wide ensuring all media and PR products comply with Cornell University Style/Brand requirements, Association imaging/branding strategies and federal compliance (EEO statements, etc.).• May provide moderately complex administrative management support to the overall organization.• Manage marketing of Cornell Cooperative Extension appropriately in the various existing directories of organizations and agencies.	
Coordination/Operation	65%
<ul style="list-style-type: none">• Provide substantial moderately complex administrative tasks in implementing communication and marketing plans including, Annual Reports, Newsletters, Social Media communications (Facebook, Twitter, and Website), press releases, public relations and event marketing and fund raising marketing/communications.• Ensure that website/social media content contains current and timely news and information.• Support educator staff with preparation of program brochures and fliers suggesting graphics illustration and text, as well as general Association brochures and displays with supervisor guidance. Act as production and marketing resource for staff.• Maintain Association exhibits and provides coordination for displays and represent the Association at community events such as promotions, fairs, etc., as directed.• Under guidance of supervisor, serve as liaison with community organizations for marketing and communications.• Under guidance of supervisor, accomplish financial goals related to communications, primarily focused on budgeting.• Maintain database of and network with media and marketing contacts to be informed of CCE programs and events.• Assist the Association printer regarding the use of types of paper and colored inks, prepare plates and the graphics schedule to accommodate the needs to achieve a more efficient print room operation.• Provide backup to the Association Communications Manager as needed.	
Professional Improvement	5%
<ul style="list-style-type: none">• In cooperation with Supervisor and/or Executive Director, jointly develop and pursue a professional development plan as a means to increase competencies relative to position accountabilities and to address changes and Association priorities.• Collaborate in activities that are in general support of Cornell Cooperative Extension and perform other duties as assigned.	
Health and Safety	Applied to all duties and functions.
<ul style="list-style-type: none">• Support the Association to maintain a safe working environment.	

- Be familiar with and strive to follow any applicable federal, state, local regulations, Association health and safety policy/procedure/requirement and standard.
- Act proactively to prevent accidents/injuries and communicate hazards to supervisors when identified.

EEO/EPO and Policy	Applied to all duties and functions.
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- Appreciate and embrace diversity in all interactions with clientele, staff, volunteers and the public.
- Assist the Cornell Cooperative Extension system in reaching out to diverse audiences.
- Aware of, and adheres to, established Cornell Cooperative Extension Association of Orange County policies, procedures and Cornell Cooperative Extension Skills for Success.
- Contribute to the overall success of the organization by performing all assigned duties in a professional, timely and accurate manner.

CCE Admin HR approved 7-24-18.

Equal Opportunity Employment
Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities.

For each factor below, choose the phrase that best fits the characteristics of this position:

SCOPE OF IMPACT OF THE POSITION:

Moderate - beyond the program

INTERACTION WITHIN ASSOCIATION:

Provide guidance/coordinate activities/contribute to work groups

INTERACTION WITH VOLUNTEERS:

None to limited

INTERACTION OUTSIDE ASSOCIATION:

Conduct straightforward business; provide information

COMPLEXITY OF SUPERVISION TO EMPLOYEES:

Limited - Occasional guidance to co-workers

COMPLEXITY OF WORK:

Moderate - Frequently adapts procedures to resolve questionable cases; often makes decisions requiring consideration of criteria

LEVEL OF DECISION-MAKING ACTIVITY:

Low - Within program/functional area

SUPERVISION RECEIVED:

Moderate - Very general direction

SUPPORT SKILLS-WRITING

Moderate/High - Frequently writes non-standard responses

SUPPORT SKILLS-COMPUTER

Substantial - Applies advanced programming skills for wide variety of advanced and complex business/technical programs/applications to refine/develop systems, information technology, and data infrastructures

WORKING CONDITIONS:

ESSENTIAL PHYSICAL REQUIREMENTS*:

Typically lifts 10 to 20 lbs

VISUAL:

Normal concentration

HAZARDS:

Limited exposure

OPTIONAL:

SIGNATURES

EMPLOYEE SIGNATURE

DATE

SUPERVISOR SIGNATURE

DATE

ASSOCIATION EXECUTIVE DIRECTOR SIGNATURE

DATE



Skills for Success

(The following skills are essential for individual and organizational success.)

Skills	Examples of Demonstrated Behavior
Health and Safety	<ul style="list-style-type: none">Support the association to maintain a safe working environment.Be familiar and strive to follow any applicable federal, state, local regulations, association health and safety policies, procedures, requirements or standards.Act proactively to prevent accidents/injuries and communicate hazards to supervisors when identified.
Job Skills	<ul style="list-style-type: none">Demonstrates competence in tools, equipment, software and technologies to effectively complete assignments and job tasks.Maintains professional certifications, licensing and education in functional expertise and effectively applies knowledge.Understands, interprets and applies regulations, policies and contracts to deliver effective results.Uses good judgment, information and observations to evaluate and recommend actions to support decisions and deliverables.
Inclusiveness	<ul style="list-style-type: none">Demonstrates the ability to communicate across difference to create a collaborative, collegial, and caring community.Increases cooperation, honesty, openness and a welcoming environment for all and speaks up when others are being excluded or treated inappropriately.Supports/increases participation of key and diverse employees in career/professional development opportunities and in campus/community involvement.Actively supports work/life integration in the workplace.Recruits, hires and engages high performing diverse employees.
Adaptability	<ul style="list-style-type: none">Anticipates and adapts to changing priorities and additional demands.Is flexible, open and receptive to new information, ideas and approaches which enhance Cornell's capacity to thrive in the future.Embraces, promotes and implements change.Modifies one's preferred way of doing things when it benefits the whole focusing on long-term vision rather than short-term gains.
Self-Development	<ul style="list-style-type: none">Is self-aware; seeks and acts upon performance feedback.Seeks and acts on opportunities for development; takes measures to ensure personal well-being and balance.Works to continuously learn and improve.Applies learning to evolving assignments.
Communication	<ul style="list-style-type: none">Expresses thoughts clearly, both orally and in writing.Demonstrates effective listening skills; seeks to understand and be understood.Asks questions and shares knowledge and information to help others clearly understand processes and desired results.Gives, receives and acts upon helpful and timely feedback.
Teamwork	<ul style="list-style-type: none">Shows respect, compassion and empathy for others, even in difficult situations, building an environment of trust.Works effectively and cooperatively with others, willingly admitting mistakes and offering apologies.Acknowledges the support and contributions of others, involving them as appropriate when outcomes will impact their work.Has a positive attitude and understands how behaviors impact others.
Service-Minded	<ul style="list-style-type: none">Is diplomatic, courteous and welcoming, striving to satisfy external and internal customers.Supports ideas, solutions and changes to processes to ensure high quality outcomes.Reaches out in a timely and responsive manner to resolve problems and conflicts.Negotiates well, finding and orchestrating win-win solutions.
Stewardship	<ul style="list-style-type: none">Strives to develop and implement best practices; encourages others to adopt a culture of sustainability and efficiency.Demonstrates high standards of personal conduct and owns the consequences of one's own actions.Exercises sound and ethical judgment no matter how difficult or contrary; considers environmental, economic, compliance and social impacts in decision-making.Shows commitment to unit and Association goals and delivers results.
Innovation	<ul style="list-style-type: none">Looks for advancements in products, processes, services, technologies or ideas.Identifies opportunities in challenges and shows initiative to make changes.Demonstrates innovative, creative and informed risk taking.Shows foresight and imagination to see possibilities, opportunities and trends.