

Sonoma State University is committed to achieving excellence through teaching, scholarship, learning and inclusion. In line with our Strategic Plan and our Seawolf Commitment, our values include diversity, sustainability, community engagement, respect, responsibility, excellence and integrity. We strive to cultivate a community in which a diverse population can learn and work in an atmosphere of civility and respect. We encourage innovation, experimentation and creativity, as well as contributions to equity and inclusion, in the pursuit of excellence for all members of our university community.

Position Purpose: Reporting to the Center for Performing Arts Operations Manager (Operations Manager), with additional lead work direction from the Department of Music Chair and the Department of Theatre Arts and Dance Chair, the CPA Marketing and Public Relations Coordinator is responsible for working fairly autonomously under general supervision and exercising judgment to support a broad range of projects involving the execution of public affairs, media relations, publications, programs for concerts and productions, and marketing programs to ensure the success of the College's outreach efforts.

Major Duties: The major duties of the position include, but are not limited to, the following: being directly involved in developing, writing and/or editing a variety of print or electronically based communication materials, as well as coordinating related public affairs, media, community relations and marketing activities. The incumbent is responsible for developing and maintaining relationships with relevant internal and external constituents to ensure that the public receives relevant, timely, and positive information about the College's programs. The incumbent is also responsible for providing lead work direction to less senior staff and student staff including assisting in the selection process and making and reviewing work assignments. The incumbent is responsible for communications development which includes writing, editing, and proofreading copy to produce standard print or electronically based communications for targeted internal and external audiences; collaborating with designers, photographers, faculty and others on the theme, design and content of print, electronic and web-based publications to maximize impact; and participating in the ongoing management of the department website. Additional duties include:

Public Affairs

- Coordinating the public affairs operations for both on and off campus efforts and programs.
- Writing and distributing public service announcements and press releases.
- Establishing timelines for all campaigns.
- Creating liaisons with community members and alumni groups.
- Serving as an internal liaison for key public events.

Communications Development

- Writing, editing and proofreading a high volume of printed and electronic materials including, but not limited to, programs, e-blasts, posters, brochures, postcards, electronic ads for campus promotions, and advertisements on and off campus.
- Coordinating poster and brochure disbursement efforts for recruitments and performances.
- Overseeing and maintaining websites in consultation with the Operations Manager, Department Chairs as well as other faculty and staff.

Media Relations

- Promoting and publicizing activities and programs with media and online calendar submissions.
- Determining strategic placement of information to the right media formats for projects, including Facebook, Instagram, Pinterest, Snapchat, and Twitter, among others.
- Organizing all photoshoots in relation to performances and programs.
- Developing media creations, including video and still images, while utilizing a variety of editing software systems.

Programmatic Marketing

- Developing strategies to promote the CPA by using market data to determine the most effective approaches for reaching target audiences; translating the results of research into strategic communication efforts including selecting the best medium to achieve that goal.
- Developing themes and concepts, and overseeing creation of content and materials.

Box Office

- Gathering and monitoring data via AudienceView for leadership review and forecasting analysis.
- Supporting audience development and engagement to promote the image of CPA programs by using market research data to determine the most effective techniques and approaches for reaching target audiences.
- Working closely with the University Box Office, to follow University standards, assists with creating ticketing policies and procedures for CPA.
- Coordinating and updating event websites in coordination with University Box Office.

Front of House Support

- Identifying the needs and interests of various constituent groups and creates Front of House procedures in support of the enjoyment and safety of the audience.
- Providing lead work direction to less senior staff and student assistants including assisting in the selection process and making and reviewing work assignments. Coordinating with the Operations Manager, schedules and trains support staff for Front of House.
- Facilitating quick and efficient communication between Front of House staff, volunteers and Stage Managers to ensure audience satisfaction and safety.

Secondary Duties: Perform other secondary duties as assigned.

Work Environment: Duties will primarily take place in an office setting however additional duties may be performed in various locations on the Sonoma State University campus, including working both indoors and outdoors to support and participate in university activities and events. As an exempt employee you have some flexibility in your schedule however must be available during the regular campus hours Monday through Friday to meet the operational needs of the campus and department. This position may also be eligible to participate in the campus Telecommuting Program to engage in limited telecommuting as operationally feasible. The incumbent must maintain regular and acceptable attendance at such levels as is determined by the Appropriate Administrator. The position may require occasional travel, by automobile and airplane, and the incumbent must be able to work some night and weekend hours with overnight stays.

This position requires, with or without reasonable accommodations, the ability to frequently sit, move or stand for office and/or event functions, be at a computer for 6-8 hours/day, occasionally reach with hands and arms, climb or balance, stoop and kneel and lift objects of up to 20 lbs in weight.

Minimum Qualifications: This position requires knowledge of the fundamentals of public affairs and/or media relations, and/or some exposure to marketing and marketing research. This background normally is obtained through a college degree, which includes relevant coursework in the field, and up to two years of related professional or technical experience. In addition, strong written and verbal communication skills with a solid foundation in grammar, spelling, and the composition of various communication vehicles are required. Advanced proficiency with computers and Microsoft Office Suite (Word, Excel) required. Knowledge of Google Suite, PeopleSoft, Photoshop, InDesign, Adobe Creative Suite, AudienceView, Canva, web publishing software, social media platforms, and the ability to use a variety of software for demographic analysis and surveys to support marketing efforts is preferred.

In addition, work assignments typically require:

- Thorough knowledge of applicable communications techniques.
- Ability to work fairly autonomously and exercise sound judgment and discretion in the completion of assignments and projects.
- Working knowledge of and ability to apply standard theories, practices, principles and techniques related to communications in public affairs, media and marketing.
- Thorough knowledge of and ability to use effective media outlets including planning media coverage and media publicity campaigns for the university and events.
- Ability to build and manage sophisticated media contacts.

- Ability to keep abreast of campus events, and subject matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the university and increase positive media coverage.
- Working knowledge of copyright and other applicable laws pertaining to publications and the media
- Thorough knowledge of web communication techniques, vehicles and formats.
- Ability to analyze and select pertinent facts and integrate them into communication vehicles.
- Strong story development and journalistic writing skills, as well as advanced editorial skills. Knowledge of interview techniques and the ability to define and deliver media messages.
- Working knowledge of marketing and research techniques and methods. Ability to apply market research to identify communication needs and target audiences, including innovative approaches to community outreach and recruitment.
- Ability to apply appropriate statistical techniques and methods.
- Exceptional interpersonal, strong public speaking, and listening skills.
- Ability to provide lead work direction.

Must have the ability to effectively communicate with all levels within the university and establish and maintain productive and effective, inclusive working relationships amongst diverse populations including staff, faculty, administration, students, and other internal and external constituents. Must be able to accept constructive feedback and work cooperatively in group situations. Must also possess the ability to operationalize sustainability concepts (economy, society, environment) into all aspects of performing job duties.