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.

DEFINITION

Shoot and publish professional photographs for a wide variety of District publications and events to advertise, promote, and publicize awareness of Palomar College courses, programs, people and events. Write and distribute news releases and feature stories regarding District news and events. Participate in Communications Office outreach activities as needed.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Director, Communications.

ESSENTIAL FUNCTION STATEMENTS

Essential duties and other important responsibilities/duties may include, but are not limited to, the following:

1. Take professional photographs and prepare for inclusion in the College catalog, class schedule, annual report, strategic plan, College website, INSIGHT newsletter, and miscellaneous departmental brochures; prepare photographs for media advertising, promoting and publicizing awareness of Palomar College courses, programs, people and events.

2. Take photographs for various District departments and divisions, including but not limited to Governing Board meetings, Palomar College Foundation fundraising events, and staff development days, often requiring work during evenings and weekends.

3. Process photographs, including adjusting, retouching, and sizing photographs as needed and coordinating having prints made when necessary; maintain an electronic file of photographs.

4. Assist the Director, Communications, in writing and distributing news releases publicizing District news; interview subjects and research facts.

5. Write, produce, and distribute electronically TWO MINUTES OF NEWS, a bi-weekly publication designed to keep students, faculty, staff and administration informed about college events and other items of importance.

6. Serve as project lead for the INSIGHT Newsletter, distributed to College donors and other members of the outside community; conceive story ideas and layout plans; write articles and collect stories from others; take and provide photographs; work on the production of the publication in conjunction with Print Services graphic design staff.

7. Program the electronic signage at the front entrance of the main campus, keeping information up-to-date, accurate, and complete; include student information and deadlines, performing arts events, and general information of interest to the community.

8. Serve as project lead and photographer for special projects such as the District’s staff telephone directory.
9. Serve as a liaison between the Communications office and outside departments and organizations; respond in a professional, timely manner to internal and external inquiries about District information.

10. Participate in on- and off-campus Communications office outreach activities, including the College’s Ask Me campaign to provide outreach and information to students at the beginning of each semester and local street fairs.

Marginal Functions:
1. Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:
1. Professional photographic techniques and skills, including staging of individuals in group photos, lighting in various environments, camera equipment, developing, processing and electronic filing of photographs, and adjusting, retouching, and sizing photographs, and saving photographs in digital format.

2. Camera equipment including evolving technologies in photographic equipment and processes.

3. Rules, policies, procedures and operating practices applicable to the operations, services and activities of a college communications program.

4. Effective writing, editing, and publication production techniques, including proofreading, conducting research, and interviewing subjects.

5. Electronic signage software and effective means of delivering brief information quickly and effectively in headline fashion.

6. Local, State, and Federal regulations, including terminology and processes applicable to areas of assigned responsibility.

7. Principles and practices of sound business communication in a college environment; including business letter writing and basic report preparation.

8. Correct English usage, including spelling, grammar, and punctuation.

9. Use of word processing, spreadsheet, database and other standard software to create complex documents, reports, and materials.

10. Practices and procedures for developing and maintaining filing systems and records.

11. Basic research techniques, methods, and procedures.

Ability to:
1. Take professional photographs; arrange scenes/individuals in an aesthetically pleasing manner for photographic integrity.

2. Stay abreast of new photographic technologies, equipment, and processes.

3. Adjust and retouch photographs as needed, coordinate printing, and maintain an electronic filing system of photographs.
4. Communicate clearly and concisely, both orally and in writing;

5. Write feature articles, news releases, and informational material, and proofread written material.

6. Conduct research for written articles.

7. Contact and interview individuals and work closely with them in order to seek information and produce accurate written materials.

8. Gather information from many different sources to include in newsletters and daily updating of information on electronic signage.

9. Participate in the Communications Office outreach activities, on- and off-campus.

10. Work independently in the absence of supervision.

11. Establish and maintain cooperative working relationships with those contacted in the course of work.

12. Operate office equipment including computers and supporting word processing, spreadsheet, and integrated relational database systems; type at a speed necessary for successful job performance.

13. Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

**Experience and Education/Training Guidelines:**

Any combination of experience and education/training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be the following:

**Experience:**

Three years of increasingly responsible communications experience, including professional photography utilizing recent technology and writing for publications, newsletters, and/or news releases.

**Education/Training:**

Equivalent to an Associates degree from an accredited college in photography, photo-journalism, or a related field.

**License and/or Certificate:**

Possession of, or ability to obtain, a valid California Driver's license.

**WORKING CONDITIONS**

**Environmental Conditions:**

Office environment; exposure to computer screens, noise and electrical energy; extensive contact with faculty, staff, students and the public.

**Physical Conditions:**

Essential and marginal functions require maintaining physical condition necessary for walking, standing and sitting for extended periods of time. Must be able to travel to other District locations.

May 29, 2007