

# Job Description

Position Title: Analyst 3, External Relations

Job Family: Marketing & Communications

Job Type: Professional - Senior

FLSA Status: Exempt

Salary Grade: 06

## Position Summary:

The External Relations Analyst 3 develops and oversees all aspects of the College's external relations partner programs. The External Relations Analyst 3 establishes program protocol and processes. Coordinates and participates in a variety of community events and activities and is the face of the College to external audiences. The External Relations Analyst 3 promotes and protects the College's interests. Identifies and develops new opportunities to expand the College's community outreach and recruits external stakeholders to promote the College.

## Essential Duties and Responsibilities:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Assists implementation of community events and projects for the Office of External Relations.
2. Develops opportunities to expand the College's community outreach through relationship building, joint events, collaborations, partnerships and other engagement opportunities.
3. Establishes program protocol and processes. Develops and maintains databases of outreach and community engagement for College ROI.
4. Develops and maintains strategic community partnerships through interaction with high level community and educational leaders. Develops and maintains strategic community partnerships and builds relationships with high-level community and educational leaders, key College stakeholders and elected officials.
5. Researches, coordinates and participates in a variety of community events and activities.
6. Manages and creates printed and digital content to support departments and programs college wide.
7. Serves as the Rural Southern Arizona higher education contact outside Tucson.
8. Performs all other duties and responsibilities as assigned or directed by the supervisor.

## Knowledge, Skills, and Abilities:

1. Knowledge of principles and methods for promoting programs and services
2. Knowledge of business management and fiscal practices
3. Knowledge of accounting, budget, and fiscal practices
4. Knowledge of internal and external customer service principles and practices

5. Knowledge and application of organizational and time management principles
6. Knowledge of principles and methods for promoting programs and services
7. Knowledge of project management principles
8. Skill in analyzing data and drawing conclusions
9. Skill in budget/resource management
10. Skill in effective communication (both written and oral)
11. Skill in independent decision making
12. Skill in organization, coordination, and management
13. Skill in performing a variety of duties, often changing from one task to another of a different nature
14. Skill in positive, productive, and flexible customer service
15. Skill in current and applicable hardware, software, and peripheral equipment
16. Skill in problem solving
17. Skill in program development and process improvement
18. Skill in project management principles, processes, and techniques
19. Skill in team building
20. Ability to adapt and maintain professional composure in emergent and crisis situations
21. Ability to apply analytical and critical thinking skills as well as draw conclusions and prepare accurate reports of results
22. Ability to apply effective and accurate data entry and typing skills
23. Ability to develop and maintain effective and positive working relationships
24. Ability to operate relevant equipment required to complete assigned responsibilities for the position
25. Ability to adapt to a rapidly changing technical environment

### **Supervision:**

- Not responsible for supervising the work of others.

### **Independence of Action:**

- Results are defined and existing practices are used as guidelines to determine specific work methods. Carries out work activities independently; supervisor/manager is available to resolve problems.

### **Competencies:**

Competencies are the actions and behaviors that can be observed as to how work gets done that supports the College's values and strategic objectives.

- Organizational Culture: Position provides an opportunity to impact the organizational culture of Pima Community College by both acknowledging the College's past and helping to chart its future.

## Minimum Qualifications:

Candidates/incumbents must meet the minimum qualifications as detailed below.

- Bachelor's degree in Public Relations, Advertising, Marketing, or a closely related field of study required.
- Master's degree in Public Relations, Advertising, Marketing, or a closely related field of study preferred.
- Three (3) to five (5) years of related experience required.
- Five (5) to eight (8) years of related experience with fundraising and community relations preferred.
- Certified Fundraising Executive (CFRE) preferred
- OR An equivalent combination of certification, education and experience sufficient to successfully perform the essential duties of the job such as those listed above

## Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the key duties and responsibilities of this job. **Reasonable accommodations may be made to enable individuals with disabilities to perform critical tasks.**

- **Environment:** Work is performed primarily in a standard office environment with staff contact and frequent interruptions.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in an standard office setting; to remain in a stationary position for prolonged periods of time; to occasionally position self to perform duties; to position or transport light to moderate (up to 20 pounds) amounts of weight; to operate office equipment including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to effectively communicate to exchange information.
- **Vision:** Ability to see in the normal visual range with or without correction.
- **Hearing:** Ability to hear in the normal audio range with or without correction.

## Special Conditions of Employment:

- Pre-employment Background Check Required
- On call evenings or weekends.
- DMV Check/Current and Valid AZ Driver's License