



## COMMUNICATION COORDINATOR

JC: 000013  
PG: SEIU-11  
FLSA: Non-Exempt

PC: 714  
BU: 04 (SEIU)  
Created: September 25, 2007  
Revised: April 12, 2010

*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**

Under general supervision, performs a variety of duties related to the District's External Affairs programs. Works closely with internal teams and serves as a liaison between outside vendors and designated to coordinate efficient, timely and creative project processing; performs administrative support to the assigned supervisor/manager; and performs related duties as assigned.

### **CLASS CHARACTERISTICS**

This single position classification is responsible for assisting assigned departments within the Executive Office of External Affairs with the coordination of projects and events. The incumbent works independently within established policies and procedures to ensure the smooth and efficient flow of projects assigned.

### **REPORTS TO:**

This position reports to the assigned supervisor/manager within the Office of External Affairs .

### **EXAMPLE OF DUTIES** - *Duties may include, but are not limited to the following:*

1. Works in support of designated staff as a production and traffic resource by managing timelines, maintaining files and monitoring progress of marketing projects as assigned.
2. Assists management, department staff and vendors to address and resolve issues quickly and effectively.
3. Prepares and tracks purchase requisitions, Management Decision Documents, union notifications, check requests, credit card purchases, etc.; arranges for payment of all invoices; forecasts budget expenses based on outstanding/planned commitments.
4. Coordinates the bidding process with selected vendors using criteria set up by assigned staff; sends out requests for bids on various projects and receives the

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returned bids; performs analysis of vendor bids; makes recommendations; ensures that bids conform to the timeline and budget; refers compliant bids to staff to select the winner, and informs the winning and losing bidders of the results.

5. Assists marketing representatives in receiving graphic concepts and ensures that they are approved by appropriate staff; documents approvals.
6. Assist staff in sending final designs to the printer according to schedule; monitors the proofs, coordinates approval of proof by appropriate staff and designer and returns signed proof to the printer in a timely manner; manages the overall timeliness of projects.
7. Organizes brochure distribution; coordinates with line management, warehouse and delivery company; consolidates orders for brochures and other office materials; enters and queries data to track production orders and delivery; reviews and approves warehouse and delivery invoices; may deliver or pick up urgent items; tracks stocking levels and warehouse inventory and reports status to the designated staff within the Executive Office of External Affairs.
8. Manages internal and external correspondence, such as: letters/memo distribution and mailings, in-bound mail distribution, department filing, copying, stocking supplies; arranges maintenance of various departmental equipment (i.e., printers, copiers, fax machines, etc.) within the Executive Office.
9. As assigned, plans, organizes and participates in outreach activities and special events sponsored by or assigned to the designated department; physically sets up event locations, transports collateral and displays, and breaks down the site when the event is over.
10. Oversees the inventory of materials, maintaining supplies and equipment in secure locations, checking items in and out, and maintaining records of these transactions.
11. Establishes positive working relationships with members of the public, vendors, other public agencies and District management and staff.
12. Develops and monitors progress reports against work plan as assigned, advising of deadlines or budget limits approaching; works with the assigned supervisor/manager or their designee to ensure all deadlines are met.
13. May assist Executive Office staff with outreach activities related to customer-focus events, groundbreakings, ribbon cuttings, neighborhood impacts and issues, merchant and community goodwill programs and tours with elected officials.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles, concepts, practices and procedures of marketing and public relations
- Contract administration principles and techniques
- Budgetary preparation and administration
- Principles and procedures of financial record keeping and reporting
- Methods, formats and techniques of layout design of promotional items

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- Methods of disseminating informational materials to various agencies
- Principles of inventory control
- Business application software packages such as Word, Excel, Access and Acrobat 7.0

### **Skill in:**

- Coordinating a variety of marketing and research related projects simultaneously
- Communicating clearly, concisely, and professionally, both orally and in writing
- Preparing clear, concise and complete financial reports, tracking records and correspondence
- Representing the District effectively to community leaders and the general public
- Making accurate calculations
- Using business application software to prepare financial reports and expenditures
- Working effectively with all District departments and outside vendors and the public
- Handling multiple tasks in a fast paced environment
- Utilizing interpersonal and analytical skills to coordinate projects efficiently

### **MINIMUM QUALIFICATIONS**

#### **Education:**

A Bachelor's degree in marketing, accounting, business or public administration or a closely related field from an accredited college or university.

#### **Experience:**

Two (2) years of (full time equivalent) verifiable professional level administrative experience that must have included management of database tracking inventories, budgets, and contracts preferably in a marketing, public affairs, communication or similar environment.

#### **Other Requirements:**

Must possess a valid California driver's license and have a satisfactory driving record.

Must be available to work occasional nights and weekends as needed.

Must be physically able to lift and carry up to 50 pounds.

#### **Substitution:**

Additional work experience as outlined above may be substituted for the education on a year-for-year basis. A Bachelor's degree is preferred.

### **WORKING CONDITIONS:**

#### **Environmental Conditions:**

Office environment; exposure to computer screens.

#### **Physical Conditions:**

Maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time and lifting and carrying items weighing up to 50 pounds. May require driving.

**BART EEO-1 Job Group:** 3500 – Professionals  
**Census Code:** 0710 – Management Analysts  
**Safety Sensitive:** No