

# COLLEGE OF CENTRAL FLORIDA

## JOB DESCRIPTION

JOB TITLE: COMMUNICATIONS CENTER SPECIALIST

PAY GRADE: C-4

OVERTIME STATUS: NON-EXEMPT

### MAJOR RESPONSIBILITY:

Coordinate and supervise activities related to the operation of the Communications Center including scheduling and training staff, disseminating information, giving directions, completing weekly activity reports, and addressing telephone calls, walk-ins, and website requests from potential students and other members of the community.

At the College of Central Florida, our vision is to be "Your first choice for quality higher education." We aim to accomplish this by providing a caring and exceptional learning environment that fosters the success of our students and community. Candidates considering becoming part of the CF family must be able to embrace and model this philosophy in their day-to-day responsibilities and demonstrate our standards: professional, responsive, informative, dependable, and engaged.

### PREREQUISITES FOR POSITION (Qualification Standards):

1. Education or Training: High School diploma or equivalent required. Two-year degree preferred. Secretarial or office management training is required.
2. Years of experience in the field: Three years' secretarial/clerical/computer experience is required. One year of managerial experience may be substituted for management training.
3. Special skills or abilities related to the position: Positive human relations, excellent communication, and customer service skills. Proficiency with business English, spelling, and punctuation, and knowledge of office practices and procedures. Knowledge of the overall functions and operations of a response center. Ability to operate a computer in entering, retrieving, and manipulating data. Ability to prepare documents and compose letters and memoranda. Ability to make decisions in accordance with college rules, regulations, and policy. Ability to establish and maintain effective working relationships with employees, students, and the public. Successful completion of a required skills test.

### ESSENTIAL JOB FUNCTIONS:

1. Train, schedule, and supervise Communications Center staff, rotating part-time and student workforce.
2. Greet visitors and answer questions in person, by telephone, and by email.

ESSENTIAL JOB FUNCTIONS (Continued):

3. Maintain a log of telephone calls, emails, and walk-in services, and complete routine status reports.
4. Assist with email marketing campaigns and contact leads lists.
5. Maintain college planning calendar and serve as backup for posting events on the website.
6. Manage, post messages, and direct the operation of plasma screen signs promoting college events, complying with standards.
7. Receive, seek approval, and distribute authorized campus email broadcasts.
8. Maintain a list of room assignments for classes and events on campus to assist instructors, students, and the community.
9. Maintain a Standard Operating Procedures manual for the Communications Center.
10. Assist the Marketing Department with projects as requested.
11. Maintain working knowledge of the college website and be able to share instructions to the public.
12. Other duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related marginal duties as required.)

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without a hearing aid).
- Ability to clearly communicate both orally and in writing on a telephone and a computer for extended periods.
- Routinely requires sitting at a desk and viewing a display screen for extended periods.
- Ability to access, input, and retrieve information from a computer or other electronic device.
- Routinely requires moderate (up to 40 pounds) lifting and carrying.
- Routinely requires walking, standing, sitting, kneeling, stooping, reaching up, twisting, and bending.
- Ability to type the prescribed words per minute accurately.
- Ability to access file cabinets for filing and retrieval of data.

ENVIRONMENTAL CONDITIONS:

- Generally works inside an office environment.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)

PRIMARY LOCATION OF JOB: Ocala Campus, Bldg. 40

SUPERVISOR OF POSITION: Director of Marketing, Public, and Community Relations