



JOB DESCRIPTION: PROGRAM ASSISTANT II - BRANDING & VISUAL COMMUNICATIONS

BASIC FUNCTION

To perform a wide variety of duties under the supervision of the Assistant Executive Director and perform related work related to branding and visual communications as required for CVAG and the agencies it staffs.

The Program Assistant II – Branding & visual communications will work across departments to provide support for CVAG’s committees and programs, including transportation, environmental resources, energy efficiency, land conservation, and homelessness. The ideal candidate is a visual storyteller, have experience performing the functions as set forth in this description, as well as have strong oral and written communication skills, strong expertise in visual mediums (particularly PowerPoint and social media), well-developed computer skills, and proficiency with the full range of Microsoft products (i.e., Word and Excel) as well as other office software. The Program Assistant II will be responsible for maintaining CVAG’s online content – its website and social media accounts included – and will provide PowerPoint support for committee meetings and presentations to the general public. The ability to work independently, use initiative, exercise sound judgment, set priorities, and meet critical deadlines is essential.

REPRESENTATIVE DUTIES

Responsibilities may include, but are not limited to, the following:

- Assist the Assistant Executive Director in community engagement for CVAG and the agencies it staff, including managing social media accounts, providing visuals and other support for general outreach and completing special projects.
- Develop visual resources for all departments, particularly PowerPoint presentations for CVAG committee meetings and community engagement opportunities.
- Collaborates with CVAG’s department directors for communication and policy messaging consistency.
- Prepares visual materials as well as staff reports, memos, talking points, fact sheets, and presentation materials for review by the Assistant Executive Director and other CVAG directors.

- Maintains social media accounts for CVAG and the other agencies it staffs.
- Develop content – including photos and stories – for CVAG’s newsletters and publish them to ensure transparency with the community.
- Provide regular updates to CVAG’s websites, including posting committee agendas, newsletters, program updates and other information for the general public.
- Liaisons with and provides support for inter-government coordination and engagement in projects, programs, and policy issues.
- Supports the Executive Director and department directors by coordinating meetings with local groups, government agencies, neighborhood and business organizations and other community stakeholders.
- Oversees the building of successful community partnerships that will promote CVAG, its programs and its mission and goals.
- In coordination with the Assistant Executive Director, provide support for CVAG committees, which includes preparation and distribution of agendas; research of programs and services; assisting with staff reports; meeting record keeping; as well as general correspondence and other duties as assigned.
- Manages, coordinates and completes additional duties as assigned by the Executive Director and Assistant Executive Director.

KNOWLEDGE OF

- PowerPoint and other visual presentation platforms.
- CVAG’s programs and the challenges facing the Coachella Valley as it pertains to transportation, sustainability, energy efficiency, habitat conservation and homelessness.
- Development of professional visual and written materials, including graphics and PowerPoint, in order to convey a message in a clear, concise language.
- Office practices and procedures, including work planning, organization, and the operation of standard office equipment.

MINIMUM QUALIFICATIONS

Equivalent to or completion of high school (twelfth grade). Ability to maintain excellent positive working relationships with staff, elected officials and the general public. Have strong ability to use computers and related equipment in order to perform visual storytelling and maintain online content for CVAG's website and social media. Have a good knowledge of office practices and procedures, including work planning, organization, records management and the operation of computers, other standard office equipment.

DESIRED QUALIFICATIONS

- Plan, research, organize, coordinate, and help implement a variety of community outreach and communications.
- Prepare engaging and compelling visual PowerPoints and other visual presentations that will aid presentations to CVAG's committees and the general public.
- Experience in updating websites.
- Work effectively with diverse groups of different ages and various socio-economic backgrounds; listen to and discuss problems and complaints tactfully.
- Complete clear and concise reports, correspondence, policies and other written and visual materials.
- Effectively use and develop targeted messaging for widely-used social media platforms and other digital communication mediums.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Bilingual and ability to communicate in Spanish is a plus.
- Proficiency in Microsoft Office programs and well-developed computer skills
- Ability to work independently, exercise sound judgement, set priorities, meet critical deadlines, address and prioritize multiple tasks simultaneously, and work amid interruptions.

PHYSICAL CONDITION

Essential and marginal functions may require maintaining physical condition necessary for sitting or standing for prolonged periods of time.

Opportunities to working from home or remotely will be considered for some portion of the work schedule.

LICENSES AND CERTIFICATES

Valid California Driver's License, Class C.

CLASSIFICATION

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