



Campus Director of Marketing, Creative Services and Public Affairs

Management Range: 17

Board Approved: 06/20/2019

P. 1|4

*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; however, any additional duties will be reasonably related to this class.*

SUMMARY DESCRIPTION

Under the direction of the College President, this position serves as the college's chief communicator, marketer, public relations counsel, coordinator of creative services, and official media and community liaison. The campus director plans, organizes and directs strategic communications, marketing, and outreach for the College, advocates for the College with internal and external relations, media relations, community outreach, and the marketing of services.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

ENROLLMENT MANAGEMENT:

1. Serves as the primary resource for all official college information, publications, and the development of marketing, public relations, and advertising programs.
2. Develops standards for and coordinates the preparation and publication of all information regarding the college; coordinates with other district entities regarding off-campus marketing efforts within the college's service area.
3. Contributes to college's strategic planning process in the areas of enrollment management, recruitment, technology, and institutional effectiveness.
4. Maintains campus record of publicity; researches, collects, compiles, tabulates and/or analyzes data and materials, preparing spreadsheets, reports, manuals, presentations, graphics, videos, and other materials pertinent to marketing, public relations and enrollment management; provides routine management reports to the President regarding performance in those areas.

MARKETING & RECRUITMENT

5. Designs, develops and implements mass media advertising and promotional campaigns on behalf of the college.
6. Coordinates the college's community promotional, outreach, and recruiting activities in partnership with campus outreach, student services and instructional staff.

COMMUNITY & MEDIA RELATIONS

7. Develops and maintains close liaison with media, alerting them to stories of interest, preparing appropriate press releases, and hosting them at college events and various meetings with students and college employees.
8. Develops and maintains broad-reaching community contacts to both gather and disseminate demographic, opinion, and strategic marketing information.
9. Serves as liaison with public information/relations contacts at various community and civic organizations.



Campus Director of Marketing, Creative Services and Public Affairs

Management Range: 17

Board Approved: 06/20/2019

P. 2|4

10. Attends/participates/makes presentations to government entities and local organizations to improve public understanding and perception of the college and expand the college's impact in the community.
11. Facilitates the formation of partnerships with cities, community organizations, non-profits, and government agencies.
12. Provides counsel to college administrators regarding public relations issues and serves as the primary steward of the college's brand and public image.
13. Provides counsel to campus and district stakeholders regarding promotional campaigns, outreach, public relations, communications, and creative services.
14. Assists the President in the preparation of information for the Chancellor and Board of Trustees, and in responses to inquiries from outside organizations, the media, or general public.
15. Provides responses to external inquiries, as needed (e.g. by outside organizations, the media, and general public).
16. Advises and assists the college foundation in its publicity and fundraising activities.
17. Assists with coordination of major events that impact the college's public image, such as Commencement, Opening Day, and Spotlighting.

CREATIVE SERVICES

18. Prepares and develops marketing materials and publications; internal and external communications materials; and college branding initiatives.
19. Coordinates all official marketing, public relations, communications, and creative services at the college level, including graphic design, photography, videography, editorial, and web media, to support the college's strategic goals.
20. Drives the continuous improvement of the design and functionality of the college's website and any staff or student digital user interfaces.
21. Employs, supervises, and evaluates college marketing, public relations, communications, and creative services staff.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Operational characteristics, services, and activities of a marketing and public relations program.
- Principles and practices of program development and administration.
- Principles and practices of marketing and public relations.
- Advanced methods and techniques of journalistic writing and reporting techniques.
- Advanced methods, procedures, programs, and techniques used to write, edit, and publish newsletters and brochures.
- Public information channels.



Campus Director of Marketing, Creative Services and Public Affairs

Management Range: 17

Board Approved: 06/20/2019

P. 3|4

- Techniques and equipment used to create various forms of media and marketing material.
- Principles and practices of budget preparation and administration.
- Principles of supervision, training, and performance evaluation.
- Knowledge of data collection and analysis principles Knowledge and skill in training methods, programs and techniques.
- Proficient in business office procedures, methods, and equipment including computes and applicable software applications such as desktop publishing, word processing, graphics, design, page layout, drawing, painting and database management.
- Principles of business letter writing and basic report preparation.
- English usage, spelling, grammar, and punctuation. Pertinent federal, state, and local laws, codes, and regulations.
- Knowledge of Education Code.
- Outstanding skills in developing written documents for a variety of audiences, including executive memos, position papers, public relations documents, etc.
- Excellent verbal communication skills, including public speaking and interpersonal communication skills.

Ability to:

- Develop, implement, and evaluate marketing & public relations goals, objectives, policies, and procedures.
- Plan, organized, direct, coordinate, and evaluate marketing & public relations programs. Develop, write, and coordinate the production of marketing materials in an effective and appropriate manner.
- Edit and prepare articles for publication.
- Interact with staff and students in planning and coordinating public relations activities.
- Deliver promotional materials to various venues.
- Respond to inquiries and requests
- Plan and organize work to meet changing priorities and deadlines.
- Meet critical deadlines while working with frequent interruptions.
- Oversee, direct, and coordinate the work of lower level staff.
- Participate in the selection and recommendation, supervision, training, and evaluation of staff. Participate in the preparation and administration of assigned budget.
- Participate in the development and administration of goals, objectives, and procedures for assigned area.
- Organize data, maintain records, and prepare reports.
- Demonstrate a sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college students and personnel, including those with physical or learning disabilities.
- Demonstrate professionalism, fairness and honesty in all aspects of the performance of duties. Operate a digital camera and manipulate digital images.



Campus Director of Marketing, Creative Services and Public Affairs

Management Range: 17

Board Approved: 06/20/2019

P. 4|4

- Operate office equipment including computers and applicable software applications such as desktop publishing, word processing, graphics, design, page layout, drawing, painting and database management.
- Adapt to changing technologies and lean functionality of new equipment and systems. Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Edit and prepare articles for publication.
- Establish and maintain cooperative and effective working relationships.
- Meet the public with courtesy and tact.
- Interact with staff and students in planning and conducting public relations activities.
- Travel nationally as needed.
- Work with minimal supervision.

Education and Experience Guidelines – *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Education/Training:

- A Master's degree from an accredited college or university with major coursework in journalism, communications, advertising, marketing, English, public relations or a related field.
- Public information experience in a community college or university.

Experience:

- Six (6) years or more of policy research, legislative experience or community affairs. Successful records of interaction with key public and community leaders.

License or Certification:

- Possession of a valid California driver's license.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein 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 job functions.

Environment: Work is performed primarily in a standard office setting with intermittent travel as needed.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull up to 25 pounds; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.