

SAN BERNARDINO COMMUNITY COLLEGE DISTRICT

DISTRICT DIRECTOR OF MARKETING AND PUBLIC RELATIONS

*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 Chancellor, the District Director of Marketing and Public Relations will implement and coordinate a District-wide program of marketing, public information, community relations activities, and institutional advancement; and will perform related work as required. This position will also serve as Crafton Hills College media and marketing representative, publications producer, and coordinator of special events.

REPRESENTATIVE DUTIES:

The following duties are typical for this classification.

1. Serves as the District resource regarding the development of a marketing and public information program for the District. Maintains District-wide record of publicity.
2. Develops standards for, and coordinates the preparation and publication of all information regarding the District and coordinates with colleges and sites regarding off-campus marketing efforts within the service area.
3. Maintains close liaison with media, alerting them to stories of interest, preparing appropriate press releases, and hosting them at various meetings with the District, colleges, and auxiliary sites.
4. Develops and maintains close working relationships with college and site staffs, and consults with them regarding the promotion of college and site projects emphasizing maximizing and retaining student enrollment.
5. Develops and maintains broad-reaching community contacts to both gather and disseminate demographic, opinion, and strategic marketing data.
6. Serves as liaison with Public Relations officer contacts at various community and civic organizations.
7. Prepares copy for District and college news/media releases, the District newsletter, annual reports, and other publications that serve as information pieces for the communities served by the District.
8. Takes, or arranges to have taken, news photographs at various District and colleges events.
9. Maintains file of general information and statistics.
10. Assists the Chancellor in the preparation of information for the Board of Trustees, and in responses to local, state, and federal leaders or legislators.
11. Coordinates the publication and distribution of college catalogs and class schedules in cooperation with college staff.
12. Coordinates information including District and college web site.
13. Performs other duties as assigned.

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.
Techniques and equipment used to create various forms of media and marketing material.
Principles and practices of photography.
Principles and practices of budget preparation and administration.
Principles of supervision, training, and performance evaluation.
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.

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.
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.

Education and Experience Guidelines

Education and Training:

A Bachelor's degree from an accredited college or university with major course work in journalism, communications, advertising, marketing, English, public relations or a related field.

Required Experience:

Three (3) years of increasingly responsible experience in advertising, marketing or public relations.

License or Certification:

Possession of a valid California's driver's license.

Preferred Experience:

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

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.

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 light to moderate amounts of weight; 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.

Board Approved: May 2001
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Range: 14