



DIRECTOR OF MARKETING

DEFINITION

Under administrative direction, plans, organizes, oversees, coordinates, and manages the staff and operations of the District's marketing and public relations programs; establishes and implements a strategic marketing and communications program that advances the District's mission among key stakeholders; coordinates assigned activities with other District departments, officials, and outside agencies; provides complex and responsible support to the Superintendent/President, Board of Trustees, and management in District marketing and public relations operations; and performs related duties, as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Superintendent/President. Exercises direct supervision over assigned staff.

CLASS CHARACTERISTICS

This management classification is responsible for planning, organizing, coordinating, and directing the staff and operations of the District's Marketing and Public Relations Programs. Incumbents at this level assume responsibility for administrative, long- and short-term planning, and budgeting responsibilities; in addition, they recommend and implement the programs, projects, goals, and policies and procedures of the functional area(s) to which they are assigned, ensuring alignment with the attraction, retention, and academic success of students. Incumbents serve as a professional-level resource for organizational, managerial, and operational analyses and studies. Performance of the work requires the use of considerable independence, initiative, and discretion within broad guidelines.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Plans, manages, and oversees the daily functions, operations, and activities of the District's Marketing and Public Relations programs, including internal, external, and social media activities.
- Participates in the development and implementation of goals, objectives, policies, and priorities for marketing and public relations; recommends within department policy, appropriate service, and staffing levels; recommends and administers policies and procedures.
- Participates in the development, administration, and oversight of department budget; determines funding needed for staffing, equipment, materials, and supplies; ensures compliance with budgeted funding.
- Develops and standardizes procedures and methods to improve and continuously monitor the efficiency and effectiveness of assigned programs, service delivery methods, and procedures; assesses and monitors workload, administrative, and support systems, and internal reporting relationships; identifies opportunities and makes recommendations for improvement.
- Participates in the selection of, trains, motivates, and evaluates assigned personnel; works with employees to correct deficiencies; recommends and implements discipline and termination procedures.
- Establishes, maintains, and enhances positive working relationships with the media, business leaders, school districts, community groups and related organizations.

- Prepares detailed plans for pro-active and reactive responses to the media and the public; develops and implements the District's promotions and public information goals and marketing collateral including press releases, press conferences, internal/external newsletters, publications, catalogs, and others; ensures fair, complete, and accurate promotion, reporting and access are maintained.
- Monitors social media to identify District areas of concern; provides clarification or response or submits to appropriate staff member for response.
- Creates, proofs, and edits a variety of documents including ads, flyers, and marketing materials to promote the District's services and events, and communications with current and prospective students.
- Interviews staff and students for information to share in press releases, social media, and email communications; attends campus functions to photograph and document activities.
- Assists in developing an integrated fund-raising approach which supports the District's financial needs and long-range development objectives; plans, directs, develops, and successfully implements comprehensive campaigns to raise funds for a variety of District priorities.
- Represents the department and provides consultation and technical expertise to other District divisions, and departments, and outside agencies; explains and interprets marketing and public relations programs, policies, and activities; negotiates and resolves significant and controversial issues.
- Conducts a variety of departmental organizational and operational studies and investigations; recommends modifications to programs, policies, and procedures as appropriate.
- Attends and participates in professional group meetings and committees and meetings; maintains knowledge of new trends and innovations in the fields of social media, marketing, and public relations.
- Directs the maintenance of working and official departmental files.
- Monitors changes in laws, regulations, and technology that may affect District or departmental operations; implements policy and procedural changes as required.
- Prepares, reviews, and presents staff reports and business documentation.
- Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
- Works productively and cooperatively with others by demonstrating respect, patience, and equitable treatment of all internal and external customers.
- Ensures staff observe and comply with all District and mandated safety rules, regulations, and protocols.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices related to marketing and public relations, including goal setting, and program development, implementation, and evaluation.
- Marketing principles and advertising methods.
- Principles and practices of leadership.
- Principles of higher education in community colleges, including the mission of the California Community Colleges.
- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned area of responsibility.
- Principles, practices, and techniques used in conducting an effective public affairs program, including public relations, marketing and advertising, strategic communications, and community relations.
- Fundraising campaign methods and activities in an academic setting.
- Principles, practices, and procedures related to media relations, reporting, and news writing.
- Writing, editing, proofreading, layout, and design techniques.
- Communications theories, practices, and trends for both print and electronic media.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.

- Principles and practices of budget administration.
- Methods and techniques of designing and developing a diverse range of marketing materials.
- Applicable Federal, State, and local regulatory codes, ordinances, and procedures relevant to assigned areas of responsibility.
- Photography and video recording techniques.
- Methods and techniques of developing business, administrative and technical reports, correspondence, and presentations.
- Techniques for effectively representing the District in contact with government agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- District and mandated safety rules, regulations, and protocols.
- Techniques of providing a high level of customer service by effectively interacting with students, staff, faculty, representatives of outside organizations, and members of the public, including individuals of diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, physical ability, and sexual orientation.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Plan, organize, oversee, and manage the staff and operations of the District's marketing and public relations department.
- Prepare and edit a variety of public information and marketing material including social media content.
- Recommend and implement goals, objectives, practices, policies, procedures, and work standards.
- Provide administrative, management, and professional leadership for the marketing and public relations group.
- Develop, plan, coordinate, and implement a variety of marketing and public affairs programs suited to the needs of the District.
- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.
- Understand, interpret, and apply all pertinent codes, regulations, policies and procedures, and standards relevant to work performed.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Develop and monitor budgets and effectively utilize resources.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Analyze, interpret, summarize, and present technical information and data in an effective manner.
- Effectively represent the department and the District in meetings with District and community groups, and various businesses, professional, and regulatory organizations, and in meetings with individuals.
- Direct the establishment and maintenance of a variety of filing, record-keeping, and tracking systems.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural and legal guidelines.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Demonstrate sensitivity to, and understanding of, the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds of community college students.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Education:

- Equivalent to a bachelor's degree from an accredited college or university with major coursework in Communications, Marketing, Public Relations, or related field.

Experience:

- Five (5) years increasingly responsible experience in communications and public relations program management, two (2) of which should be in a supervisory capacity.

Licenses and Certifications:

- Possession of a valid California Driver's License, to be maintained throughout employment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a vehicle and visit various District sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 10 pounds.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.