

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

DIRECTOR OF MARKETING AND COMMUNICATIONS

Management Class Specification

*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.*

MANAGEMENT RESPONSIBILITY

The Director of Marketing and Communications is a position designated by the Board of Trustees of the Chabot-Las Positas Community College District. The incumbent is responsible for the satisfactory completion and/or coordination of the listed duties and responsibilities either directly or through administrative review. The incumbent is charged by the Board of Trustees with the satisfactory implementation of Board policies and District procedures as applicable to the position.

GENERAL DESCRIPTION

Under direct supervision of the District Executive Director of Public Relations and Governmental Affairs and indirect supervision of the College President, the Director of Marketing and Communication will coordinate and implement a college wide program of public information, community relations, and marketing.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES

The following duties are typical for this classification. Incumbents may not perform all the listed duties and/or may be required to perform additional duties not listed, but within classification.

1. Create a college wide department offering services for marketing, public relations, advertising, graphic design, website design and content, and special events;
2. Provide counsel to the College President, administrators, deans, faculty, classified staff, and students regarding present and potential public relations concerns and issues;
3. Coordinate and direct all marketing and public relations activities at the college in collaboration with the District and sister college; including the College website;
4. Serve as chair of the college's marketing and outreach committee;
5. Serve as a member of the President's Cabinet, College Council, and College Enrollment Management Committee;
6. Develop and implement an integrated marketing communications program designed to support the College's goals and objectives;
7. Create and implement a consistent message and visual identity for the College;
8. Create and implement College recruitment mass media advertising campaigns;
9. Plan and implement targeted marketing campaigns;
10. Identify underserved populations within the College's service area and develop specific communications programs to address these needs;
11. Assist divisions and departments with marketing strategies and collateral materials in support of long term goals, message, and image;
12. Write, edit, and coordinate the development and production of college wide and departmental marketing materials including brochures, flyers, postcards and posters;

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13. Develop College editorial and graphic standards for publications and the web;
14. Review campus publications for clarity of format, content, and conformity of college's graphic and editorial standards;
15. Assist in the development of exhibits, audiovisual materials, speeches and other external communications tactics;
16. Develop marketing strategy for website, write web content as needed, monitor website for currency of information, to attract potential student and increase enrollment;
17. Provide marketing and public relations support for College Foundation, as needed;
18. Serve as media liaison for the College and as College spokesperson when appropriate; maintain good working relationships with media and key community organizations;
19. Plan and implement special events;
20. Supervise press release planning, writing, and distribution;
21. Develop, maintain, and monitor annual marketing budget;
22. Maintain photo archive for college; hire photographers as needed;
23. Keep apprised of College news and maintain effective contacts with College administration, faculty, staff and students;
24. Provide a clearinghouse for general information about the College, its history, and present activities and future plans;
25. Maintain a resource file on College information, including biographies, pictures, mailing lists and resource publications;
26. Assist with marketing and public relations activities for the District as needed and coordinate efforts with other Colleges/Centers in the District;
27. Serve on the communications council consisting of the District Executive Director, Public Relations and Governmental Affairs, Outreach Administrators, and marketing and communication Directors;
28. Provide communication support for the President and other administrators, as needed;
29. Supervise and evaluate assigned staff;
30. Perform related duties as assigned.

MINIMUM 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, Skills and Abilities:

1. Public relations and marketing principles and practices;
2. Public information channels, and reporting techniques;
3. Techniques of news writing, editing, and producing information;
4. English usage, grammar, composition, vocabulary, spelling and punctuation;
5. Photography methods, techniques and equipment;
6. Computer usage;
7. Editing and preparing articles for publication (including electronic documents);
8. Researching and preparing newsworthy articles;
9. Photographing and coordination of activities for publications;
10. Understanding and following oral and written directions;
11. Maintaining a positive public image;

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12. Interacting with staff and students in planning and conducting public relations activities;
13. Working knowledge and skills in computer usage, including setting up and maintaining web pages and internet connectivity;
14. Extensive and successful experience in respectful and sensitive communications with people at all levels within organizations, who are diverse in their cultures, language groups, and abilities;
15. Demonstrated oral and written communication skills, including persuasive public speaking;
16. Budget management, including statistical and financial reporting;
17. Demonstrated skill in marketing techniques, website management, promotional materials production and event coordination;
18. Experience working in a team environment to accomplish the goals and priorities;
19. Ability to serve as an effective representative of the College, District, and President

MINIMUM EDUCATION & EXPERIENCE

Any combination of the following would provide a typical way to obtain the required knowledge and abilities.

Education and Experience:

Qualified candidates will possess a Baccalaureate degree from a four-year accredited college or university in a relevant field such as journalism, advertising, marketing, English, and public relations AND three to five years of experience in public relations and marketing.

Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students and staff.

License:

Possession of a valid California Driver's license is required. The Director must be able to provide his or her own transportation to perform work-related duties.

NOTE: This administrative class specification is not necessarily all-inclusive in terms of duties and responsibilities.

Appointment:

The Director of Marketing and Communications shall be selected by the Governing Board upon the nomination of the District Chancellor.