

# Director of Marketing and Communications

## CR09-27

College Web Address: [www.cabrillo.edu](http://www.cabrillo.edu)

**Initial screening of applications will begin on Tuesday, November 17, 2009, however, applications will be accepted until the position is filled.**

**About Cabrillo College** Situated on Monterey Bay in the county of Santa Cruz, California, Cabrillo College is one of the most highly regarded community colleges in the state for its success in the area of transfer and career education and currently serves over 17,000 students. Cabrillo College transfers many of its students to three nearby universities – the University of California at Santa Cruz, San Jose State University in the heart of Silicon Valley, and California State University at Monterey Bay. Cabrillo’s career education is closely connected to the nearby Silicon Valley business environment as well as that of the greater San Francisco Bay Area. Cabrillo focuses on student-centered learning and has a tradition of collegial governance.

**About the Position** The Director of Marketing and Communications provides leadership for the district's marketing, communications and community development programs. This position directs and initiates a comprehensive marketing program and programs for internal and external communications, including news media relations, government relations, community relations, and district publications. Position responsibilities include supervision of support staff and management of program budgets.

**Examples of Duties** Under the general direction of the College Superintendent/President:

- Performs assignments at the district level, providing leadership and services to all segments of the college; may require driving to various college sites
- Develops, refines and implements a comprehensive marketing program for the college, using market research techniques to assess community and student needs and relating results to the development and delivery of college programs and services
- Develops a comprehensive news media communications program and serves as an official district spokesperson
- Evaluates the news worthiness of district events and activities and ensures effective promotion of same
- Develops a coordinated governmental relations program and initiates communications with appropriate public officials and community leaders on behalf of college programs and services
- Directs the preparation, review and production of the district print and electronic publications, news releases and other internal and external communications
- Trains, supervises, schedules and evaluates classified support staff in the area(s) supervised
- Directs the preparation and management of budgets for the assigned area(s) of responsibility

- Plans, coordinates, implements and evaluates special events for providing employee recognition and/or for promoting support and awareness of college programs among community groups and elected officials
- Develops and assesses internal communications processes and initiates appropriate changes as needed
- Serves as a college representative to various community groups, including business and cultural organizations
- Chairs and/or serves as a member of various college committees and participates in professional organizations as appropriate to assignment
- Develops, recommends and implements policies and procedures and develops, monitors and implements goals and objectives for the area(s) of assignment
- Interprets and maintains compliance with pertinent federal, state, and local laws and contractual regulations relative to areas of assignment
- Gathers, compiles and analyzes data and prepares reports and correspondence as appropriate to assignment
- Resolves or assists in the resolution of problems and/or complaints and initiates corrective action as appropriate
- Performs related duties as required or assigned.

**Minimum  
Qualifications**

**Education and Experience:**

- A Bachelor's degree from an accredited college or university
- Approximately four years of increasingly responsible experience in program development, marketing, advertising, and community development activities, which includes basic market research
- Experience establishing effective relationships with community and governmental organizations
- Demonstrated competence in planning and evaluation, fiscal and program management, employee contract administration
- Demonstrated effectiveness in developing and implementing marketing and advertising campaigns and in establishing communications strategies for a variety of purposes
- Demonstrated commitment to staff diversity
- Successful experience indicating the ability to perform the duties listed above
- Knowledge of and commitment to the mission of a comprehensive community college

**Ability to:**

- Communicate effectively verbally and in writing
- Work effectively with groups of diverse ethnic and educational backgrounds
- Gather and analyze data and prepare reports
- Exhibit leadership in management and planning
- Perform consistently under the pressure of deadlines and other administrative demands
- Train, supervise, and evaluate staff
- Work cooperatively with others

**Desirable:**

- Master's degree

**Salary** Current eight-step salary schedule ranges from \$6,109 to \$8,597 per month, plus fringe benefits. Full time (225-day) management assignment, 12 months per year, Monday through Friday, with evenings and/or weekends as needed. Position scheduled to begin as soon as possible, pending funding and Governing Board ratification.

Currently Cabrillo College provides a benefit stipend up to \$7,832 per year for employee only and up to \$14,999 for employee plus one dependent, and \$20,686 for employee plus two dependents for medical, dental, life insurance and long-term disability insurance.

**How to Apply** Application forms may be obtained through Cabrillo's web site:  
**[www.cabrillo.edu/services/hr/apps/](http://www.cabrillo.edu/services/hr/apps/)** OR at the office location noted below:

Cabrillo College, Human Resources Department  
6500 Soquel Drive, Aptos, CA 95003  
Phone: (831) 479-6217  
**OR Fax to (831) 477-3545**

To be considered, each candidate ***MUST SUBMIT:***

- 1) Completed and signed Cabrillo College application
- 2) Resume – job related
- 3) Three recent letters of recommendation which address the candidate's ability to perform the duties of this position
- 4) Copy of valid California driver's license
- 5) Current DMV printout
- 6) Verification of educational qualifications (*Foreign transcripts must be translated to determine equivalency to U.S. standards. Any fee for such translation is paid by the applicant*):
  - Transcripts from all colleges attended (copies are acceptable) **OR** official proof of request for transcripts. If selected, it is the responsibility of the candidate to provide official transcripts, diplomas, degrees or other documents as may be required.
- 7) Criminal History Inquiry Supplemental form

**\*If any of the above materials are not submitted with your application packet, your materials will be deemed incomplete and will not be forwarded to the committee for screening.**

**Please notify the Human Resources Department if you require any special accommodation(s) in meeting these requirements.**

**Selection Process** Applications will be reviewed by a search committee, which will determine the applicants to invite for interviews based on appraisal of qualifications as documented by application materials submitted. Performance exercise(s) may be administered.

Candidates selected for employment with Cabrillo College must agree to be fingerprinted, provide current tuberculosis test results, provide proof of eligibility for employment in the United States and present a valid Social Security card upon hire.

**Application Deadline** All application materials **MUST** be received in the Human Resources Department by 4:00 p.m. on Tuesday, November 17, 2009 to allow for full consideration. **(E-mail transmissions and postmarks will NOT be accepted.)**

*Cabrillo College seeks applications from all qualified individuals. It is the continuing goal of Cabrillo College to hire and retain staff that reflect the rich diversity and cultural heritage of the college district and its student body.*