

INTEGRATED MARKETING AND COMMUNICATIONS PROGRAM COORDINATOR

DEFINITION

Under direction of the Director of Marketing and Communications, creates, plans, implements and evaluates an integrated marketing and communications program for a specified division; and performs related duties as required or assigned.

CLASS CHARACTERISTICS

This position has primary responsibility for a comprehensive integrated marketing and communications plan with the purpose of advancing enrollment and brand identity. This class is distinguished from the program specialist series in that it provides professional marketing and communications expertise. Work is performed under general work guidelines established by the Director and daily activities require the use of initiative and significant independent judgment, particularly when dealing with members of the press and the public.

EXAMPLES OF DUTIES (Illustrative only):

- Creates, develops, implements, measures and analyzes comprehensive marketing and communication plans (E)
- Acts as primary liaison between divisions and the Marketing and Communications department, collaborating with administrators, faculty, staff, community members and students to create and implement marketing plans (E)
- Ensures all marketing and communication activities comply with the college brand identity guidelines (E)
- Identifies, oversees and directs the work of internal and external resources, including graphic designers, copywriters, web producers, photographers, editors, videographers, printers, and mail houses (E)
- Assists in managing press relations, including writing and distributing press releases, interacting with media representatives, responding to press inquiries (E)
- Making oral presentations (E)
- Oversees the Marketing department budget including detailed project-by-project accounting (E)
- Processes purchase requisitions, purchase orders and vendor billing (E)
- Creates print specifications and secures bids for printing and distribution of catalog, schedules of classes, brochures, flyers, postcards and other printed materials (E)
- Oversees and collaborates with other Marketing and Communications staff to ensure the completion of all marketing activities (E)
- Assists with market research, interprets findings and formulates recommendations (E)
- Assists in designing and maintaining the Marketing & Communications web pages, including posting press releases and managing home page announcements (E)
- Trains and directs the work of temporary and student workers (E)
- Performs a full range of office support work, including word processing, filing, answering inquiries, arranging for meetings and maintaining supplies (E)
- Produces the monthly Board of Trustees Cabrillo events calendar (E)
- Performs related duties as required or assigned

(E) = *designates essential functions*

QUALIFICATIONS

Knowledge of:

- Principles, practices and techniques utilized in media relations
- Principles, practices and techniques used in marketing, branding, direct marketing and communication
- Techniques of news and feature writing for various media
- Graphic arts and printing methods, materials and terminology
- Microsoft Office applications and a variety of commonly used desktop design and editing applications
- Theories and practices of Internet marketing and eCommerce strategies
- Diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students and the community at-large
- Office practices and procedures, including filing and the operation of office equipment
- Correct English usage, spelling, grammar and punctuation
- Principles, practices and techniques of work planning, coordination and organization
- Budgetary principles and practices

Skill in:

- Applying marketing and communication principles to achieve program goals and objectives
- Designing, developing and implementing an integrated and comprehensive marketing and communication program
- Account management
- Measuring and analyzing integrated marketing and communication plans
- Copywriting, editing and proofreading, including communication on technical subjects
- Conducting, using and interpreting market research
- Graphic design and desktop publishing applications
- Coordinating multiple projects, setting priorities and meeting critical deadlines
- Exercising sound independent judgment within established guidelines
- Making effective presentations
- Establishing and maintaining effective working relationships with those contacted in the course of work, including Cabrillo staff, vendors, community members and media professionals
- Typing with sufficient skill to efficiently enter computer data to produce correspondence, reports or promotional materials

Other Requirements:

- Must possess a valid California driver's license and a safe driving record
- Must be willing to work days, evenings, and weekends at various campus locations, sites and events

Desirable:

- Bachelor's degree in marketing or public relations
- Experience in marketing higher education institutions
- Familiarity with search engine optimization techniques

QUALIFICATIONS (continued)

Education and Experience:

A typical way of gaining the knowledge and skills outlined above is:

Equivalent to completion of two years of college with major course work in marketing, public relations, journalism, communications or a related field and three years of increasingly responsible marketing experience, one year in a lead or coordinating capacity.

Established: December 8, 2006