Employment Opportunity
Director of Marketing and Communications
CL06-04

Apply by: Tuesday, March 21, 2006 at 4:00 p.m.

About the Position
The Director of Marketing and Communications provides leadership for the district's marketing, communications and community development programs. Position responsibilities include supervision of support staff and management of program budgets. Successful performance of the work requires the use of considerable independence, initiative and discretion within established guidelines.

Examples of Duties
Under the general direction of the Superintendent/President, the Director of Marketing and Communications:

- Performs assignments at the district level, providing leadership and services to all segments of the college
- 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

**Qualifications**
A Bachelor's degree from an accredited college or university, and:
- Approximately four years of increasingly responsible experience in program development, marketing, advertising, and community development activities, which includes basic market research
- 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:**
- 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

**Skill in:**
- Developing, interpreting and implementing goals, policies, procedures and work standards
- Planning, directing, assigning, scheduling, and evaluating staff
- Providing work and safety instruction to staff
- Analyzing problems, evaluating alternatives and making creative recommendations
- Exercising sound independent judgment within general policy guidelines
- Preparing clear, concise and competent reports, correspondence and other written materials using a personal or on-line computer and appropriate software
- Estimating time and material requirements for assigned projects
- Reading and interpreting plans, blueprints and specifications
- Maintaining records and preparing reports
- Establishing and maintaining effective working relations with those contacted in the course of work
- Consistently and effectively performing under the pressure of deadlines and other administrative demands

**Desirable:**
- Master's degree
Salary
Seven-step schedule ranges from $5,630 to $7,546 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.

Cabrillo College provides a benefit stipend up to $5,701.80 per year for employee only and up to $10,570.44 per year for employee plus one dependent, and $14,438.28 per year for employee plus two dependents for medical, dental, life insurance and long-term disability insurance.

How to Apply
Application forms may be obtained through the Human Resources web site: http://www.cabrillo.edu/services/hr/apps/index.html OR at the office location noted below.

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

*EACH APPLICANT MUST SUBMIT:

a) Completed and signed Cabrillo College application
b) Resume – job related
c) Three recent letters of recommendation which address the candidate’s ability to perform the duties of this position
d) 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 to demonstrate the qualification re: college coursework listed in this announcement (copies accepted) 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.
e) A one-page (typewritten) response to the following:
   • Describe your philosophy regarding the role of the Director of Marketing & Communications in a community college environment and how you see the position fostering this philosophy
f) Criminal History Inquiry Supplemental to Application

*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 Procedure
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.

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., Tuesday, March 21, 2006. (Postmarks or Email transmittals are not accepted).

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

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