DIRECTOR OF MARKETING AND COMMUNICATIONS
CLASSIFIED ADMINISTRATOR

JOB DESCRIPTION

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.

SCOPE

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.

TYPICAL DUTIES AND RESPONSIBILITIES

1. 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.
2. Develops a comprehensive news media communications program and serves as an official district spokesperson.
3. Evaluates the news worthiness of district events and activities and ensures effective promotion of same.
4. Develops a coordinated governmental relations program and initiates communications with appropriate public officials and community leaders on behalf of college programs and services.
5. Directs the preparation, review and production of the district print and electronic publications, news releases and other internal and external communications.
6. Trains, supervises, schedules and evaluates classified support staff in the area(s) supervised.
7. Directs the preparation and management of budgets for the assigned area(s) of responsibility.
8. 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.
9. Develops and assesses internal communications processes and initiates appropriate changes as needed.
10. Serves as a college representative to various community groups, including business and cultural organizations.
11. Chairs and/ or serves as a member of various college committees and participates in professional organizations as appropriate to assignment.
12. Develops, recommends and implements policies and procedures and develops, monitors and implements goals and objectives for the area(s) of assignment.
13. Interprets and maintains compliance with pertinent Federal, state, and local laws and contractual regulations relative to areas of assignment.
TYPICAL DUTIES AND RESPONSIBILITIES (Cont'd.)

14. Gathers, compiles and analyzes data and prepares reports and correspondence as appropriate to assignment.
15. Resolves or assists in the resolution of problems and/or complaints and initiates corrective action as appropriate.
16. Performs related duties as required or assigned.

QUALIFICATIONS

Education and experience:

A Bachelor's degree from an accredited college or university, Master's degree desired, 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 and abilities:

Knowledge of and commitment to the mission of a comprehensive community college. Ability to communicate effectively verbally and in writing; to work effectively with groups of diverse ethnic and educational backgrounds; to gather and analyze data and prepare reports; to exhibit leadership in management and planning; to perform consistently under the pressure of deadlines and other administrative demands; to train, supervise, and evaluate staff; and the ability to work cooperatively with others.

AUTHORITY/ RESPONSIBILITIES

The Director of Marketing and Communications supervises staff in the Marketing and Communications department and other programs as designated. In cooperation with other district personnel, the Director of Marketing and Communications is responsible for the successful operation of the programs to which assigned.

Adopted: May 3, 1993
Revised: August 5, 1996
Revised: October 6, 1997