



HARTNELL COLLEGE

Position: Director of Communications and Marketing	Position Number:
Department/Site: Advancement and Development	FLSA: Exempt - Administrative (Classified Administrator)
Reports to: Vice President of Advancement and Development or assigned administrator	Salary Range: V

DEFINITION

Under general direction, plans, organizes, manages, and oversees marketing, communications, and public affairs functions and activities; plans and implements District public affairs, community relations, marketing, advertising, outreach, and media relations programs and activities; coordinates assigned activities with other District divisions, officials, outside agencies, and the public; fosters cooperative working relationships among District divisions, student organizations, and with the media, community groups, and various public and private groups; provides responsible professional assistance to the Vice President of Advancement and Development in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Vice President of Advancement and Development. Exercises general supervision over assigned administrative and student support staff.

CLASS CHARACTERISTICS

This is a management classification that oversees, coordinates, and participates in all activities of the marketing, communications, and public affairs function. The incumbent organizes and oversees day-to-day activities and is responsible for providing professional-level support to the Vice President of Advancement and Development in a variety of areas. Successful performance of the work requires knowledge of marketing, communications, and public affairs principles, education policy, and District functions and activities. Responsibilities include coordinating the activities of the unit with those of other District divisions and outside agencies, and managing and overseeing the complex and varied functions of the unit.

EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)

The District reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Administrators can be assigned to work at any district location or learning site and in some cases can be assigned to multiple locations and learning sites.

- Plans, coordinates, organizes, monitors, and evaluates the District's marketing, communications, and public affairs unit functions, services, and activities, including public, government, and community relations, marketing, advertising, media relations, and internal and external communications.
- Participates in the development and implementation of goals, objectives, policies, procedures, and work standards for the unit; establishes, within District policy, appropriate budget, service, and staffing levels.
- Contributes to the overall quality of the assigned service area by developing, reviewing, and implementing policies and procedures to meet legal requirements and District needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
- Selects, trains, motivates, and directs unit staff; evaluates and reviews work for acceptability and conformance with unit standards, including program and project priorities and performance evaluations; works with employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.
- Serves as a liaison and coordinates public relations and information between administrators, staff, media representatives, community groups, local, state, and federal agencies, and the public to facilitate awareness of

- various District operations, programs, functions, resources, and events; establishes and maintains contacts with members of the media, community groups, campus organizations, and District divisions;
- Manages crisis communication to mitigate negative media coverage relative to controversial issues and to manage campus and public safety information during an emergency or natural disaster.
 - Oversees the preparation and distribution of media communications and secures media placements to promote District programs, activities, and accomplishments.
 - Manages and participates in the development and administration of the unit's annual budget; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.
 - Meets and confers with administrators, staff, students, and the public to obtain and determine information appropriate for publication and promotion as part of program assessment processes.
 - Coordinates photographic services and maintains archives of photographs, documents, and publications for use in marketing projects.
 - Participates in the design of the District's website and social media platforms to ensure compliance and consistency with design standards and guidelines.
 - Develops and manages the District's image and brand, including review of materials developed by other divisions for public distribution and marketing programs, projects, and issues of importance to the District.
 - Coordinates assigned programs and services with other District divisions to establish marketing and communication processes and procedures reflective of District goals.
 - Develops, proposes, and takes proactive steps to build positive relationships with key administrators, business, civic, and community leaders, and with members of the media.
 - Conducts a variety of program organizational and operational studies; recommends modifications to programs, policies, and procedures as appropriate.
 - Attends and participates in professional group meetings and various District committees and advisory groups; stays abreast of new trends and innovations in the field of marketing and communications programs and services as they relate to the areas of assignment.
 - Monitors changes in legislation, laws, regulations, and technology that may affect District or unit operations; recommends policy and procedural changes as required.
 - Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Vice President of Advancement and Development.
 - Maintains and directs the maintenance of working and official departmental files.
 - Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
 - Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of enrollment management.
- Pertinent federal and state laws and regulatory provisions.
- College accreditation procedures, practices, and standards.
- The development, implementation, and assessment of student learning and/or service area outcomes.
- Principles and practices of technology and software use for databases, accounting, spreadsheets, and other business processes.
- Budget development, administrative practices, and organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Principles, practices, and techniques used in the conduct of an effective marketing and communications program, including branding, organizational/public communication, and community, government, and media relations.

- Principles and practices of content management and production of District publications and marketing material.
- Alternative media formats and assistive technology that support persons with disabilities.
- Various writing styles for speeches, promotional materials, academic publications, and for various external audiences.
- Methods and techniques for the development of presentations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.
- Principles and procedures of record keeping, technical report writing, and preparation of correspondence and presentations.
- Modern office practices, methods, and computer equipment and applications.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, media, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and District staff, including individuals of various ages, socio-economic, and ethnic groups.

Ability to:

- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students.
- Effectively lead employees and teams with a collaborative style in a collegial and participatory governance environment.
- Deliver formal and influential presentations.
- Be a fair-minded, ethical, and honest leader with excellent interpersonal and communication skills, both oral and written.
- Develop, implement, and evaluate programs and services.
- Utilize data and assessment outcomes to make improvements for programs and services.
- Inspire and motivate others toward goal achievement.
- Counsel, direct, and facilitate professional development of employees.
- Develop and monitor budgets and effectively utilize resources.
- Effectively manage priorities in large, complex, and diverse operational units.
- Use independent judgment in the interpretation and application of rules, regulations, policies, and procedures.
- Provide leadership and work collaboratively and productively with all stakeholders, including faculty, students, administrators, support staff, unions, and the community.
- Recruit, select, supervise, and evaluate employees.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local policies, procedures, laws, and regulations.
- Disseminate electronic communication in required accessible format for persons with disabilities.
- Effectively administer a variety of marketing and communications programs, projects, and administrative activities.
- Manage content and production of District publications and marketing materials.
- Communicate effectively, orally and in writing, and edit written content.
- Write in a variety of styles, including business, promotional/advertising, web, academic, and for the general public.
- Effectively represent the District and the unit in meetings with various educational, business, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Conduct complex research projects, interpret data, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Establish and maintain a variety of filing, record keeping, and tracking systems.
- Operate modern office equipment, including computer equipment and specialized software applications programs.

- Use English effectively to communicate in person, over the telephone, and in writing.
- Understand scope of authority in making independent decisions.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

- A bachelor's degree in marketing, public relations, communications, journalism, or a related field from a college or university accredited by a regional accrediting agency recognized by the United States Department of Education, and
- Two (2) years of professional experience in public relations, media relations, journalism, advertising, marketing, and/or organizational communication.
- Master's degree is highly desirable.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. Standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds with the use of proper equipment. Reasonable accommodations will be made for individuals on a case-by-case basis.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with members of the public or with staff under emotionally stressful conditions while interpreting and enforcing departmental policies and procedures.