MARKETING & COMMUNICATIONS SUPERVISOR

BASIC FUNCTION:

Under the general direction of the Foundation Director & Dean of Institutional Development and Advancement, supervises the college’s marketing, communications and community relations programs. This position directs and initiates a comprehensive marketing program, including news media relations, community relations, electronic media, special events, sponsorships, and publications. Responsibilities include supervision of support staff and management of program budgets and serving as an official college spokesperson.

REPRESENTATIVE DUTIES:

- Develops, refines and implements a comprehensive marketing program for the college, using market research techniques to assess community and student needs.
- Develops and maintains positive and progressive college image in the community.
- Develops a comprehensive news media communications program and serves as an official college spokesperson.
- Evaluates the news worthiness of college events and activities and ensures effective promotion of same.
- Directs the preparation, review and production of various 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 promoting support and awareness of college programs among community groups and elected officials.
- 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 (including enrollment management) and participates in professional organizations as appropriate to assignment.
- Interprets and maintains compliance with pertinent Federal, state, and local laws and contractual regulations relative to areas of assignment.
- Oversees the college website and related procedures and policies for web information and content.
- Develops, recommends and implements policies and procedures and develops monitors and implements goals and objectives for the area of assignment.
- Gathers, compiles and analyses data and prepares reports and correspondence as appropriate.
Resolves or assists in the resolution of problems and/or complaints and initiates corrective action as appropriate.
Performs related duties as required or assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**
Knowledge of and commitment to the mission of higher education and community colleges.
Marketing/Public information techniques and strategies.
Knowledge of laws, rules, regulations involved in assigned areas.

**ABILITY TO:**
Plan and implement an effective marketing program in keeping with College mission and vision.
Represent the college positively to a wide variety of people.
Be sensitive to and understanding of the diverse academic, social, economic, cultural, disability and ethnic backgrounds of community college students.
Prepare and conduct oral presentations to groups of varying sizes.
Develop and maintain cooperative and effective working relationships with students, faculty, managers, classified staff and the public.
Work proficiently with various computer programs.
Communicate effectively verbally and in writing.
Work independently with little direction.
Prepare annual program budget and administer and authorize all expenditures.
Gather and analyze data and prepare reports.
Plan and organize workload, and meet schedules and deadlines.
Perform consistently under the pressure of deadlines and other administrative demands.
Train, supervise, and evaluate staff.

**EDUCATION AND EXPERIENCE:**
Equivalent to 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, special event management, and/or community development activities.

The typical incumbent will have demonstrated competence in planning and evaluation, fiscal and program management, developing effective communication strategies for a variety of purposes, a commitment to staff diversity and successful experience which includes basic market research, developing effective relationships with community and governmental organizations and the ability to perform the duties listed above.

May 2006
Human Resources
LICENSES AND OTHER REQUIREMENTS:

Valid California driver license and use of a personal vehicle.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.
Constant interruptions.
Driving a vehicle to conduct work.
Variable hours.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.
Sitting or standing for extended periods of time.
Bending at the waist or kneeling to file and retrieve records.