

## **DIRECTOR, MARKETING AND COMMUNICATION**

### **DEFINITION**

Under general direction of the President, plans, organizes, manages, and provides administrative direction and oversight for all functions and activities of the Marketing and Communication Department; plans, directs, and implements comprehensive Districtwide marketing, advertising, and communication programs, campaigns, and activities; coordinates assigned activities with other District divisions, departments, officials, outside agencies, and the public; oversees management of the institutional brand; consults with District divisions, departments, student organizations and other college constituencies regarding promotional and communication strategies; plans and coordinates institutional special events as assigned; manages graphic design, photography, and publication services in response to the needs of the college; provides highly responsible and complex professional assistance to the President in areas of expertise.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction from the President. Exercises general direction and supervision over assigned supervisory, professional, technical, and administrative support staff.

### **CLASS CHARACTERISTICS**

This is a Department Director classification that oversees, directs, and participates in all activities of the Marketing & Communication Department, including short- and long-term planning and development and administration of departmental policies, procedures, and services. This class provides assistance to the President in a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of marketing, communications, and public affairs principles, education policy, and District functions and activities and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the department with those of other departments, divisions, and outside agencies and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives and for furthering District goals and objectives within general policy guidelines. This position works in tandem with the Director of Public Affairs to cover the District's full communication responsibility. This position differs from the Director, Public Affairs in that its primary focus is on marketing and internal (employee and student) communication, while the latter position focuses on media relations, communication to external stakeholder groups as well as government, community, and public relations.

### **EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)**

- Assumes full management responsibility for all marketing and communication functions, services, and activities, including marketing, advertising, branding, media relations, and internal and external communications.
- Develops, directs, and coordinates the implementation of goals, objectives, policies, procedures, and work standards for the department; establishes, within District policy, appropriate budget, service, and staffing levels.
- Manages and participates in the development and administration of the department'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.
- Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department 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.

- Contributes to the overall quality of the department's service 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.
- Leads the formulation, strategic development, implementation, and evaluation of the District's marketing and communication programs, projects, campaigns, and activities.
- Coordinates with the Public Affairs Director to develop and disseminate informational and promotional collateral for key stakeholders, including college administrators and employees, media representatives, community groups, local, state, and federal agencies, and the public to facilitate awareness of various District operations, programs, functions, resources, and events.
- Serves as principal editor for District publications; manages the preparation and distribution of District publications, including annual reports, class schedules and catalogs, student recruitment and matriculation materials; and commencement and other ceremonial programs.
- 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.
- Oversees and directs photographic services and maintains archives of photographs, documents, and publications for use in marketing projects.
- Directs the management and design of the District's website and social media platforms to ensure compliance and consistency with content and design standards/guidelines.
- Develops and manages the District's image and brand, including review of materials developed by other departments and divisions for public distribution and marketing programs, projects, and issues of importance to the District.
- Coordinates assigned programs and services with other District departments and divisions to establish marketing and communication processes and procedures reflective of District goals.
- Works in tandem with the Director, Public Affairs in managing internal and external communication during a campus emergency, natural disaster, and other crises.
- 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 laws, regulations, and technology that may affect District or departmental operations; implements 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 President.
- 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.
- Provides a working and learning environment that is free from prohibited discrimination, harassment and retaliation (DHR), and provided by applicable law and District policies. Attends District mandated DHR training and participates in DHR investigations as directed. Prevents discrimination and harassment and retaliation against individuals who bring these complaints forward through recognizing and reporting possible incidents to the Director of Equal Employment Opportunity Programs in Human Resources.
- Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
- Performs other related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation.
- 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 of graphic design to evaluate the effectiveness of graphic concepts developed by staff.
- Principles, practices, and techniques used in the conduct of an effective marketing program, including branding, market research, campaign development and evaluation, organizational/public communication, and community, government, and media relations.
- Principles and practices of content management and production of District publications and marketing material.
- Various writing styles for speeches, promotional materials, academic publications, and for various external audiences, including students.
- Principles and practices of managing emergency and crisis communication.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to marketing and communication programs, projects, and operations.
- 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, disabilities, socio-economic and ethnic groups.

### **Skills & Abilities to:**

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the department and assigned program areas.
- Provide administrative and professional leadership and direction for the department and the District.
- Prepare and administer large and complex budgets; allocate limited resources in a cost effective manner.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, and local policies, procedures, laws, and regulations.
- Plan, organize, direct, and coordinate the work of supervisory, professional, and technical personnel; delegate authority and responsibility.
- Select, motivate, and evaluate the work of staff and train staff in work procedures.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Effectively administer a variety of marketing and communication 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.

- Interpret and simplify the communication of complex concepts and programs/initiatives to a variety of audiences.
- Evaluate graphic design concepts to ensure desired visual interpretation of marketing messaging.
- Write in a variety of styles, including business, promotional/advertising, web, academic, and for the general public.
- Craft marketing messages and advertising copy to properly promote features and benefits of the college's programs and services and that resonates with target audiences.
- Effectively represent the District and the department 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.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- 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.
- Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**Education and Experience:**

*Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Bachelor's degree from a regionally accredited four-year college or university with major coursework in marketing, public relations, communications, or a related field, and five years progressive management experience in planning, designing, and implementing marketing and public relations programs, preferably in an institution of higher education. Master's degree preferred.

**Licenses and Certifications:**

- Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Ability to discern colors is essential in evaluating graphic design concepts and marketing collateral. Positions in this classification occasionally bend, stoop, kneel, reach, 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 20 pounds.

**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 staff, students, and/or the public in interpreting and enforcing departmental policies and procedures.