

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(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.

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.

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.