



MARKETING & COMMUNICATIONS COORDINATOR

Reports to: Director, Public & Government Relations, Marketing & Communications

Dept: Public & Government Relations, Marketing & Communications **Range:** 26

FLSA: Exempt **EEO:** Professional/Nonfaculty

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.

BASIC FUNCTION:

Under general supervision, manage the district's advertising and branding campaigns, web content marketing, social media, publications and newsletters; develop targeted internal and external marketing communication materials to support the district's brand and enrollment objectives; research, develop and coordinate the implementation of marketing strategies and campaigns; generate content for print, broadcast, mobile and online media; act as a liaison between the Public Information Office and other departments, community partners, governmental agencies, alumni or other educational institutions, as assigned; provide assistance to the Director as needed; and perform related duties as assigned.

ESSENTIAL DUTIES & RESPONSIBILITIES:

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Exhibit an equity-minded focus, responsiveness, and sensitivity to and understanding of the diverse academic, socioeconomic, cultural, gender identity, sexual orientation, and ethnic backgrounds of community college students, and employees, including those with physical or learning disabilities, and successfully foster and support an inclusive educational and employment environment.
2. Participate in selecting, training and providing day-to-day lead work direction to lower-level full and part-time staff; assign and monitor work for completeness, accuracy and conformance with district, department and legal/regulatory requirements and standards; monitor work flow to ensure that mandated deadlines are being met in an optimal manner; provide information, instruction and training on work procedures and technical/legal/regulatory requirements; provide input to supervisor on employee work performance and behaviors; assist in ensuring a fair and open work environment in accordance with the district's mission goals and values.

3. Plan, develop, create, and coordinate content for college presence in print publications, social media sites and on the web as a whole; research market trends and implement branding strategies as appropriate for target audience.
4. Develop content and maintain marketing features on the district's website, including the district's online social media directory, news page, virtual tour, and faculty/student profiles.
5. Develop goals and metrics to measure, analyze and optimize the effectiveness of print, broadcast, mobile and online media communication and marketing strategies; monitor/track website and social media initiatives via web analytics.
6. Research, develop, write, edit, and produce content for a variety of marketing needs, including web sites, social media, news releases, informational brochures, newsletters, booklets, campus calendars of events, district-wide information systems, and other materials for dissemination.
7. Oversee, track and manage assigned budgets; input data and prepare and process purchase requisitions, purchase orders and check requests; verify the accuracy of receipts and invoices, enter account codes, validate sufficiency of budget and process for payment.
8. Manage, track and order inventory and marketing materials, as assigned.
9. Responsible for district wide event marketing and promotion, including enrollment, program-related, and course promotions, student focused news and stories, and alumni-related events; collaborate with faculty, staff, administrators, students, and other internal and external stakeholders to enhance programming efforts and support objectives, identifying opportunities for synergy and brand elevation.
10. Coordinate the Public Information Office's communication plan and provide communication assistance to the college as assigned in alignment with strategic plans.
11. Coordinate logistics of special events; identify and liaison with event participants, vendors and sponsors; serve as lead event coordinator both in preparation and during the event; work with campus facilities, campus security and other departments; troubleshoot onsite, proactively resolving issues; identify and recruit speakers; develop and implement strategic goals for departmental programming, annual giving, and specialized fundraising initiatives.

OTHER DUTIES:

1. Work with faculty, staff and administrative departments to ensure and optimize their social media presence.
2. Serve as a liaison by representing the assigned area on district committees and engaging with professional, industry, and community groups.
3. Manage and evaluate online advertising, including paid social media ads, for the district and individual departments.

4. Interview students, faculty, staff and donors for story development.
5. Assist in covering the switchboard for regular operator's breaks, as needed.
6. Perform related duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of applicable laws, education code, and regulations.
- Knowledge of marketing, communications, public relations, and event management.
- Knowledge of social media and crisis communication best practices.
- Website management and analytics.
- Desktop publishing software and Adobe Creative Suite.
- Public information preparation and dissemination.
- Community college programs, services, and events.
- Effective oral and written communication.
- Interpersonal skills, tact, and courtesy.
- Modern office procedures and equipment.
- Telephone techniques and etiquette.
- Recordkeeping techniques.
- Advertise and publicize college programs and events.
- Evaluate and measure communication effectiveness.
- Utilize the internet for promoting district programs.
- Write clear and accurate informational materials.
- Analyze situations and take effective action.
- Conduct interviews and gather information.
- Handle public contact and maintain records.
- Operate computer software and follow instructions.
- Meet deadlines and perform quick calculations.
- Work independently with little direction.
- Demonstrate sensitivity to diversity and cultural issues.
- Establish and maintain effective relationships with others.

EDUCATION AND EXPERIENCE:

Graduation from an accredited four-year college or university, and at least two years of responsible experience in marketing and communications including digital marketing, strategic communications, and content management; or an equivalent combination of training and experience. Experience in a public agency is preferred.

LICENSES AND OTHER REQUIREMENTS:

A valid California driver's license and the ability to maintain insurability under the district's vehicle insurance program.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:

Provide necessary supervision to student workers and part-time employees as required.

CONTACTS:

District administrators, faculty, staff, students, other college and community organizations, vendors, contractors and the general public.

PHYSICAL EFFORT:

The physical efforts described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Primarily sedentary with intermittent standing, walking, bending and stooping; occasional light lifting and carrying of objects weighing up to 25 pounds; ability to travel to a variety of locations on and off campus as needed to conduct district business.

EMOTIONAL EFFORT:

Ability to develop and maintain effective working relationships involving interactions and communications personally, by phone and in writing with a variety of individuals and/or groups from diverse backgrounds on a regular, ongoing basis; ability to work effectively under pressure on a variety of tasks concurrently while meeting established deadlines and changing priorities.

WORKING CONDITIONS:

Primarily business office environment; subject to frequent public contact and interruption; intermittent exposure to individuals acting in a disagreeable fashion; may work at any district location or authorized facility with occasional evenings and/or weekends on an as-needed basis. Occasional local travel may be requested.