

DIRECTOR OF MARKETING AND COMMUNICATION

Class Code	OT Status	EEO Category	Represented Status	Salary Grade	Effective Date	Status	Pages
	Exempt	Officials/Administrators	Management	M3	01/26/06	Classified Administrator	1 of 2

DEFINITION: Under general direction, the Director of Marketing and Communication develops, directs, and supervises the college's marketing and communications efforts and related work as required.

EXAMPLES OF DUTIES/ESSENTIAL FUNCTIONS:

The Director of Marketing and Communications is primarily responsible for the following activities:

- Develops and implements the college's marketing efforts; plans and administers the marketing budget to ensure the most cost effective use of resources; designs and purchases advertising and related materials.
- Evaluates the effectiveness of all marketing and communications efforts on an ongoing basis to ensure the timely adjustment of strategies and plans to meet changing conditions.
- Develops effective relationships with all Bay Area media ensuring clarity and consistency of the college's public information. Prepares news releases, generates feature stories, responds to news inquiries, and serves as the college's spokesperson when appropriate.
- Ensures the effectiveness of communication both within the college and with the external community. Develops new communication strategies as necessary.
- Communicates college goals, strategies and outcomes to the public and various community, state and educational groups.
- As resources allow, assists in publicizing events and programs; maintains media lists, media contacts and mailing lists.
- Supervises media/graphic designers and others in the preparation and production of college publications, marketing materials, and related items.
- Assists with marketing/public relations activities for the district office as needed and coordinates efforts with other colleges in the district.
- Performs other duties as assigned.

MINIMUM QUALIFICATIONS:

Knowledge Of: Principles and techniques of public communication, internal communications and public relations; general journalism including composition and elements of writing for broad readership; current trends of marketing and advertising; planning, implementing and evaluating comprehensive marketing and communication plans/strategies; composition, layout and production of college publications; methods of establishing and maintaining good public and community relations.

Ability To: Direct marketing and communication efforts for the college; maintain relationships with the media, notifying them of events, news releases and other pertinent information; manage staff involved in production of college publications, marketing materials and other related items; develop and implement effective marketing campaigns and materials; administer marketing budget; exercise tact and diplomacy when dealing with sensitive and confidential matters.

Education/Training: Possession of a Bachelor's degree from an accredited college or university.



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Experience: Three years of responsible work experience in marketing, media, communications, public relations or related field.

License/Certification: A valid Class C California Driver's License.

Desirable Qualifications:

- Possession of a Master's degree or advance degree equivalent in a related field.
- Experience in marketing/public relations at a community college or similar educational institution.
- Demonstrated skills and abilities in educational marketing.
- Understanding of California community college system and related organizations.

Actions: This classification was adopted by the Governing Board on July 1993. Amended 01/26/06, M.S.C. 3.1.5