

**Contra Costa Community College District  
Classification Specification**

**DIRECTOR OF MARKETING AND MEDIA DESIGN**

| Class Code | OT Status | EEO Category          | Represented Status | Salary Grade | Effective Date | Status             | Pages  |
|------------|-----------|-----------------------|--------------------|--------------|----------------|--------------------|--------|
|            | Exempt    | Exec/Admin/Managerial | Management         | M6           | 07/01/07       | Classified Manager | 1 of 1 |

**DEFINITION:** The Director of Marketing and Media Design develops, directs and supervises the College's marketing and public communications efforts and performs related work as required.

**EXAMPLES OF DUTIES/ESSENTIAL FUNCTIONS:** Duties/essential functions may include, but not be limited to, the following:

- 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:** Composition, layout and production of college publications; 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; 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. Demonstrated accomplishment in written, verbal, and analytical skills; ability to interact with diverse groups and individuals.

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

**Experience:** Four years work experience in marketing, media, public relations, or related field.

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