

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: MARKETING COMMUNICATIONS ASSOCIATE

SUMMARY DESCRIPTION

Under the direction of the assigned supervisor, develop and execute communications and marketing strategies and related activities in support of College programs and events.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Draft and edit news releases, speeches op-eds, newsletters, columns, letters to the editor and advertising copy. Coordinate District/Department press clips. **E**
2. Plan, executive and staff activities for the District/Department, including advance for activities. Attend off-campus meetings and activities related to assigned duties; represent Chief as assigned. **E**
3. At the direction of the assigned supervisor, build and maintain relationships with members of the media and editorial boards. **E**
4. Take photographs at District/Department activities and meetings as assigned. **E**
5. Coordinate and implement marketing initiatives designed to attract students and community members to District/Department programs and the generate community support for College endeavors. **E**
6. Identify marketing opportunities for the College, develop promotional campaign budgets, themes and schedules; coordinate production of College/Department promotional materials in print and electronic formats. **E**
7. Gather information, plan and prepare advertising content for a wide range of media, including print, broadcast and Internet, and communicate with media advertising representatives; arrange and coordinate the purchase of advertising space and time. **E**
8. Schedule photography, interviews and testimonials for production of advertising copy, commercials and other promotional purposes; write and edit promotional copy. **E**
9. Conduct advance planning, including site visits and coordination with participants for upcoming video/multimedia features; plan, script, and storyboard video/multimedia projects based on District/Department priorities; provide editing and post-production of video/multimedia projects; prepare and issue finished video/multimedia projects via District/Department websites, via social media, and other channels. **E**
10. Develop cost analysis for assigned marketing and promotional projects and recommend project-scheduling priorities. **E**
11. Develop and coordinate content for the College/Department web site; participate with, advise and assist other campus units or community partners in the promotional aspects of District and department materials including but not limited to the production of the class schedule and College catalog. **E**

12. Train and provide work direction and guidance to student workers, hourly employees and interns as assigned. *E*
13. Advise and assist with marketing initiatives on behalf of the College foundation.
14. Operate specialized office equipment such as fax, computers, word processors and printers.
15. Perform related duties and responsibilities as required.

KNOWLEDGE AND ABILITIES

Knowledge of:

Principles of communications.

Principles of journalism.

Principles of advertising and marketing.

Principles of photography, videography and editing software

Techniques of preparing, producing and disseminating information.

Elements of publication production, including printing.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Principles and techniques of desktop publishing and related technologies.

Principles of interviewing, editing and proofreading.

Interpersonal skills using tact, patience and courtesy.

Oral and written communication skills.

Record-keeping techniques.

Digital technology as a marketing tool, including portable devices and social media.

District organization, operations, policies and objectives.

Ability to:

Perform specialized marketing duties related to assigned area.

Speak and write in a clear, concise, correct and effective style.

Discuss marketing projects and activities with administrators, faculty, staff and students and develop appropriate activities.

Analyze information accurately and adopt effective course of action.

View and evaluate promotions communications content from a number of alternative perspectives.

Adjust schedules to accommodate competing logistic requirements.

Meet schedules and time lines.

Maintain records and prepare reports.

Coordinate activities of vendors and other project participants to bring projects to successful completion.

Communicate and negotiate effectively with media space sales representatives.

Work with faculty, staff, students, and the public from diverse ethnic and socio/economic backgrounds.

Work independently.

Train and provide work direction to others, including student workers and interns.

Articulate clearly and effectively.

Operate a personal computer and other office equipment.

Work confidentially with discretion.

Maintain a productive pace in an active work environment.

Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.
Communicate clearly and concisely, both orally and in writing.
Establish and maintain effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE

This is not an entry-level position; at least three years of professional communications experience is required. Published stories required and experience at a government agency preferred.

The ideal applicant will be an excellent writer, editor and multimedia specialist with a proven ability to work in a fast-paced environment, develop innovative new media strategies and build strong relationships with traditional media.

Bachelor's degree in journalism, marketing or communications required.

LICENSE OR CERTIFICATE

Valid California driver's license and a safe driving record.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting with frequent interruptions and distractions; occasionally travel from site to site; extended periods of time viewing computer monitor; possible exposure to dissatisfied individuals.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.

APPROVED BY THE GOVERNING BOARD ON February 11, 1998
January 1998

Revised: May 2011
Ewing & Company

Revised: March, 2016
Human Resources

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Human Resources