



JOB TITLE: EXECUTIVE DIRECTOR OF MARKETNG AND COMMUNICATIONS

Classification: Classified Administrator Retirement Type: PERS*
Salary Range: 13 Board Approved: August 21, 2017

BASIC FUNCTION:

Under direction of the Superintendent/President, or Designee, provide counsel and assistance in furthering District goals and objectives through strategic marketing activities designed to promote the El Camino College brand, programs and services. Plans, directs and implements comprehensive District-wide marketing, advertising, and internal communication programs, campaigns and activities; Oversees management of the institutional brand; consults with District divisions, departments, student organizations and other college constituencies regarding promotional and communication strategies; plans and coordinates institutional special events as assigned. Manages graphic design, photography, and publication services in response to the needs of the college; provides leadership to and supervises the District's public information and government relations function.

REPRESENTATIVE DUTIES:

Research, develop, implement, coordinate and direct all marketing activities of the college to support achievement of college enrollment management goals; direct and oversee all college publications, including class schedules, college catalog, brochures, student recruitment and matriculations materials, annual reports and other official publications and programs as well as the web site and related web pages; direct and coordinate college marketing, advertising and public relations campaigns.

Conduct regular assessment of the college marketing plan against goals, strengthen and improve marketing strategies based on this analysis. Continuously ensure that the marketing plan supports college initiatives, priorities and goals.

Work collaboratively with administrators in developing marketing strategies to support specific college initiatives, priorities and special programs that may change over time. Design, implement and evaluate these strategies to ensure goals are met.

Coordinate and direct all college marketing and community promotional activities to best represent the college to a variety of audiences to support enrollment management goals.

Conduct periodic branding studies to measure community perceptions of the college. Develop strategic marketing strategies to align community perceptions with the college's image and branding goals.

Conduct regular reviews of the college's marketing presence as compared to nearby colleges to ensure our messaging stands out and reflects the college's brand and image.

Identify unique messaging opportunities that demonstrate the college's strength in transfer, career technical programs, and economic development/business assistance, and incorporate these opportunities in the marketing plan.

Determine the appropriate mix of all media to promote and represent the College, direct and coordinate mass media advertising for the college, including digital media, newspaper and magazine advertisements, radio, movie theater and television ads, direct mail, websites, and posters.

Plan and develop social media strategies that will increase brand visibility and traffic across all social platforms, including content development, community engagement, and management.

Develop and oversee the implementation of a comprehensive digital communications plan, evaluate and recommend strategies to ensure the plan supports college initiatives, enrollment management goals and institutional priorities.

Oversee and evaluate digital promotions and awareness campaigns, such as Web and social media for consistency in messaging. Utilize analytics to assess effectiveness of campaigns.

Supervise and approve the design, content and production of all internal and external college publications with a marketing and communications impact, including brochures, newsletters, posters, administrative job announcements and flyers.

Direct and oversee the design and structure of the college web site; ensure the college web site is consistent with the overall marketing plan and branding of the college; review and approve all web-related promotional products.

Actively participate in college committees including but not limited to the College Advancement Team and the Enrollment Management Committee. Serve as a resource to these committees by sharing data regarding the impact of marketing strategies on enrollment goals.

Coordinate and supervise editing of numerous college publications, including brochures, newsletters and publications; oversee the review of all college publications to assure quality production, timeliness and accuracy.

Work collaboratively with all departments to support college outreach and advancement goals.

Supervise the Director of Public Information and Governmental Relations, providing leadership in managing internal and external communication during a campus emergency, natural disaster, and other crisis.

Provide direction to the Director of Public Information and Government Relations to develop and disseminate information and promotional collateral for key stakeholders, including college administrators and employees, media representatives, community groups, local, state and federal agencies, and the public to facilitate awareness of various District operations, programs, functions, resources and events.

Provide counsel to the Superintendent/President, administrators, faculty, staff and students regarding current and potential marketing, and internal communication issues.

Oversee the coordination and direction of college special events, including promoting same, review and approve events held on campus by community and other external groups and organizations.

Provide a clearinghouse for general information about the college history, present activities and plans, including maintaining resource files on college information such as biographies, pictures, clippings, mailing lists and resource publications.

Direct and oversee the general operations of the Publications and Production Center, including ensuring the area operates efficiently and effectively utilizing the latest technological advances.

Develop and maintain the Marketing and Communications Department budget.

Direct and supervise assigned personnel.

Perform related duties as assigned.

JOB QUALIFICATIONS:

Education and Experience:

Any combination equivalent to: bachelor's degree in marketing, public relations, journalism, English, communications or related field and five years increasingly responsible experience in marketing, public relations and communications work of which at least two years are in a supervisory capacity.

OTHER QUALIFICATIONS:

Knowledge/Areas of Expertise:

Planning, organization and direction of the Marketing and Communications Department.
Modern marketing techniques including new media, social media and other marketing channels.
Community, marketing and public relations activities.
Media agencies, including newspaper, radio, television and web.
Design content and production of marketing and public relations materials.
Budget preparation and control.
Public speaking techniques.
Report-writing and record-keeping techniques.
Oral and written communication skills.
Principles and practices of administration, supervision and training.
Applicable laws, codes, regulations, policies and procedures including copyright regulations.
Interpersonal skills using tact, patience and courtesy.
Operation of a computer and assigned software.

Abilities/Skills:

Plan, organize and administer the processes and operations of the Marketing and Communications Department.
Plan, organize and implement comprehensive marketing and communications programs/plans.
Provide and coordinate information to District administrators, employees, the public and media regarding a variety of District programs, policies, events, and activities.
Coordinate and oversee the production and distribution of a wide variety of materials.
Supervise and evaluate the performance of assigned staff.
Work confidentially with discretion.

Communicate effectively both orally and in writing.
Interpret, apply and explain rules, regulations, policies and procedures.
Establish and maintain cooperative and effective working relationships with others.
Operate a personal computer with proficiency.
Analyze situations accurately and adopt an effective course of action.
Meet schedules and time lines.
Work independently with little direction.
Plan and organize work.
Prepare comprehensive narrative and statistical reports.
Direct the maintenance of a variety of reports and files related to assigned activities.

Licenses or Other Requirements:

Valid California Driver's license.

WORKING CONDITIONS:

Requires off-site travel.
Work under tight timelines.

* Previous employment performed in a different public retirement system may allow eligibility to continue in the same retirement system.