



JOB TITLE: MARKETING & OPERATIONS SUPERVISOR

Classification: Supervisor
Salary Range: 19

Retirement Type: PERS*
Board Approved: July 16, 2018

BASIC FUNCTION:

Under the direction of the Executive Director, the Marketing Supervisor will organize and manage the promotion and delivery of marketing materials (digital and print) for El Camino College; oversee the development of various contracts for services with vendors; develop, manage and oversee the production of promotional and marketing materials; manage and deliver a variety of materials for distribution to businesses, community-based agencies, educational institutions and the community at large. Assist in coordination of various special events and activities for the college both on campus and in the community; assist in coordination of various requests for filming on campus. Manage and oversee general operations and staff for the Copy Center.

REPRESENTATIVE DUTIES:

Direct and oversee all college publications, including class schedules, college catalog, news releases and brochures, as well as the website and related webpages; assist in directing and coordinating college marketing and advertising campaigns.

Assist with directing and overseeing the design and structure of the college website; review and approve all web-related promotional products.

Research, plan, organize and produce marketing and promotional print and digital materials for the college.

Plan, recommend and assist in implementing print and digital promotions and awareness campaigns.

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

Research, write and develop content for print and web marketing materials, as needed; review and edit all print and digital promotional materials for college programs.

Coordinate marketing and community promotional activities to best represent the College to a variety of audiences in an effort to maintain and/or increase student enrollment.

Collaborate with the department's executive director to determine the appropriate mix of media to promote and represent the college; coordinate mass media advertising for the college, including digital, print, radio, theater and television as well as direct mail, web, and marketing collateral.

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

Assist in coordination of various special events and activities for the college both on campus and in the community.

Assist in the coordination and development of relationships with internal and external audiences and stakeholders such as student services, admissions and records, outreach, Foundation and academically-led programs as well as community-based organizations and agencies, educational entities, vendors, and production companies.

Prepare and track project costs, expenditures and schedules to assure that budget, plans, and timelines are managed effectively.

Establish procedures for the production of materials and develop strategies in conjunction with the department's executive director; ensure that constituents are given the opportunity for feedback on developed materials prior to distribution.

In conjunction with the executive director, establish procedures and strategies for the production and distribution of materials, including a review process.

Direct and oversee the general operations of the Copy Center, including ensuring the area operates efficiently and effectively. Train and provide work guidance to assigned staff. Schedule and prioritize workloads. Set appropriate deadlines. Monitor performance and ensure timely completion of work.

Research, monitor and prepare data for various reports needed by the District.

Collaborate with department's digital media and communications coordinator to execute digital media strategies.

Serve as a backup to other management within the department, as needed.

Perform other related duties as assigned.

JOB QUALIFICATIONS:

Education and Experience:

Minimum of bachelor's degree preferably in the area of communications, marketing, journalism or public relations. Minimum three years of experience in digital marketing, public relations, writing, publications development and/or journalism.

Supervisory experience preferred.

OTHER QUALIFICATIONS:

Knowledge/Areas of Expertise:

Knowledge of digital copiers and pre-and post-press reprographic equipment and small offset presses preferred.

Knowledge of digital media such as websites, webcasts, online communications, social media and Internet trends. Majority of the work is online.

Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction.

Knowledge of marketing strategies and tactics and promotional campaigns.

Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition and grammar for oral written and online communication.
Knowledge of current trends in digital media, such as Web-related content and social media.
Knowledge of digital photographic and video principles.
Knowledge of related digital and graphic design software applications.
Knowledge of office applications, including Microsoft Office.
Knowledge of Web-specific technology, such as live stream, social media, Web content and digital media.

Abilities/Skills:

Sensitivity to and understanding of social-economic, academic, cultural and ethnic diversity within the population including individuals with physical and/or learning disabilities.
Ability to effectively communicate orally and in writing using tact and patience.
Ability to analyze situations accurately and take effective courses of action.
Maintain records and prepare reports.
Prioritize and schedule work.
Work effectively with others.
Maintain current knowledge of technical advancements within field including pod casting, streaming video and email databases.
Implement programs and projects within specific budget guidelines.
Ability to acquire knowledge of applicable Education Code, local, state, federal regulations, where applicable.

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