



# EL CAMINO COLLEGE

## ASSISTANT DIRECTOR OF MARKETING AND COMMUNICATIONS

Classification: Classified Administrator  
Salary Range: 7

Retirement Type: PERS\*  
Revised/Board Approval: June 17, 2024

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### **KEY ROLES/RESPONSIBILITIES**

Under direction of the Executive Director of Marketing and Communications, exercise direct leadership of the areas assigned providing functional supervision over assigned positions. Implement the department's vision and develop, organize, and implement goals and objectives; plan, develop, organize schedule, direct, improve and evaluate assigned programs, services, and activities; and provide oversight, development, and coordination of all elements of the areas assigned, including District publications (digital and print), marketing campaigns, College branding, and multimedia projects. Foster a culture of collaboration, mutual respect, innovation, and continuous improvement throughout the assigned unit, department, and division; lead by example; actively participate in and support College-wide shared governance components and activities and other collaborative processes; encourage professional excellence among assigned staff; and promote, foster, and facilitate an organizational culture of customer service, teamwork, and innovation.

### **SUPERVISION RECEIVED and EXERCISED**

- Receive general direction from the Executive Director of Marketing and Communications.
- Supervise, motivate, and evaluate the performance of assigned staff, interview and select employees; recommend promotions, transfers, reassignment, termination, and disciplinary actions to the assigned reporting level.
- Review and recommend staffing patterns, approve goals and performance objectives for personnel.
- Provide consistent direction in administering the collective bargaining agreements with classified employees; understand and interpret agreements for staff as directed.
- Foster a culture of sensitivity to and an understanding of the diverse academic, socioeconomic, cultural, linguistic, ethnic backgrounds and disabilities of community college students, faculty, and staff.

### **REPRESENTATIVE DUTIES**

*The following duties and responsibilities are typical for this position. Incumbents may not perform all 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.*

**I. LEADERSHIP**

1. Lead, direct, and manage the planning, development, organization, scheduling, direction, performance, and evaluation of programs and services of assigned departments or units. Articulate a clear vision of assigned areas, including services, applications, and benefits provided. Lead and manage change within assigned departments or units and across the Division as directed.
2. Actively participate in long-range planning, program review, and resource development activities. Promote transparency within and among assigned units or departments.
3. Participate actively in the life of the College, including operational processes and initiatives, by serving on College committees, workgroups, task forces, and councils as assigned.
4. Strengthen quality educational and support services to promote and empower student learning, success, and self-advocacy. Prepare and implement the department's budget.
5. Enhance innovation and participation in issues related to areas of assignment to ensure ongoing sustainability of the College.
6. Support student learning using a variety of effective instructional methods, educational technologies, and College resources.
7. Be accountable for effective and efficient utilization of resources. Control and authorize expenditures in accordance with established guidelines. Measure and assess outcomes. Identify opportunities for improvement within assigned areas and implement actions to strengthen services to students and the campus community.
8. Support and promote College initiatives including Diversity, Equity, Inclusion, Accessibility, and Anti-racism.

**II. FUNCTIONAL RESPONSIBILITIES: College Level**

1. Provide effective leadership and ongoing guidance over all aspects of the areas assigned, including resource planning, budgeting, tracking, and reporting. Provide technical expertise as directed.
2. Monitor and improve the delivery of services throughout the areas assigned. Promote an effective work environment that supports high performance teamwork, continuous improvement, and ongoing sustainability of College resources.
3. Support the fiscal integrity of the College to promote and empower student learning, success, and self-advocacy.
4. Participate in grievances, disciplinary meetings, legal matters, and other employment-related activities within areas assigned. Be alert for and effectively manage trouble spots in assigned service areas.
5. Provide timely operational, technical, and functional information to the Department Head, Superintendent/President, and other College administrators, as directed. Interpret routine policies and regulations and recommend appropriate courses of action in unusual and complex circumstances. Demonstrate effective stewardship through continuous monitoring and reporting of resource needs, deployment, and utilization.
6. Ensure that all programs, services, activities, events, and experiences demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural,

linguistic, racial, ethnic backgrounds and disabilities of community college students, faculty, and staff.

7. Demonstrate sensitivity to and understanding of the diverse academic, socio-economic, cultural, disability, and ethnic backgrounds of students.

**FUNCTIONAL RESPONSIBILITIES: *Job Level***

1. Serve as the primary contact on marketing projects processed through the department. Discuss project options with clients. Ensure projects align with overall College plans and objectives. Determine and assign work priorities for direct reports based on project scope. Review work production, monitor project budgets, and ensure timely delivery.
2. Coordinate and supervise editing of college publications, including brochures, newsletters, and other print and digital marketing productions. Ensure quality production, timeliness, and accuracy. Consult with clients prior to and during production to ensure consistency of goals and cost-effectiveness.
3. Assist supervisor with developing and implementing marketing projects and campaigns. Utilize market research to identify and develop effective advertising strategies through various media channels and platforms. Write marketing copy for both print and digital advertising.
4. Implement marketing and advertising campaigns that maximize return on investment, increase student engagement, mitigate challenges, and support the College's mission and position to key audiences and stakeholders. Collect and analyze data from campaign efforts to strategically plan for future marketing efforts.
5. Implement internal and external recruitment and retention advertising strategies to increase student engagement. Coordinate media buying vendors. Create targeted messages utilizing a wide range of communication tools such as social media, traditional media, advertising, collateral materials, text messaging, the College website, on-campus digital channels, etc.
6. Ensure consistent and effective use of the College brand in all mass communications and across all platforms (digital and print). Oversee the College's graphic standards policies for uniformity in appearance on letterhead, logos, brochures, etc.
7. Draft campuswide email communications for internal and external audiences. Review copy and documents for grammar, spelling, style, conciseness. Fact-check dates and other statements for accuracy; make corrections and suggest edits.
8. Produce visual and informational presentations for a variety of subject matters. Determine the most effective media according to requirements and audience. Develop visual themes that strengthen the communication of ideas and information, assess complex or otherwise challenging written material and data, and devise the best ways to present it visually to enhance its clarity and impact. Synthesize information and translate it into concise slides and infographics. Create content that is clear, informative, accurate, compelling, functional, and consistent with the campus messaging.
9. Ensure the College website is consistent with the overall marketing plan and branding. Work with the web master to ensure the College's web presence meets web best practices, brand standards, and contains relevant and accurate content. Design, develop, and edit College's webpages. Optimize webpage content for user experience, readability, clarity, and navigation ease.

10. Oversee the execution of management-approved multimedia strategies and brand visibility campaigns across a variety of social platforms and in all forms of visual communication. Coordinate photoshoot requests and work closely with the College photographer to ensure quality and consistency of imagery. Coordinate video projects with the digital media coordinator. Write video scripts and storyboards. Identify, schedule, and prepare subjects. Assist in audio/camera operation and talent directions, as needed.
11. Serve as the back-up to media requests and events, as needed. Write press releases and prepare information for distribution by media outlets as assigned. Serve as the District's media liaison and formal spokesperson as needed.
12. Oversee general operations and coordination of work for the Copy Center, special programs, and marketing/public relation events. Provide guidance and feedback to assigned staff. Determine overall staffing needs based on departmental goals and objectives. Interview and select employees. Plan and arrange for appropriate training and professional development.
13. Represent the College at state, regional, and national meetings related to areas of marketing, media, and public relations, as assigned. Attend and conduct a variety of meetings. Participate on assigned committees.
14. Maintain current knowledge of technical advancements within the marketing, advertising, and multimedia field.

### **III. RELATIONSHIPS**

1. Develop and enhance partnerships with schools, colleges, universities, businesses, and community-based organizations to respond to the educational, workforce training, and economic development needs of the community.
2. Advance an effective process of collaboration and collegial consultation conducted with integrity and respect to inform and strengthen decision-making.
3. Work closely with other departments within the Division and across the College to foster and facilitate a seamless student experience and increase student success.
4. Work cooperatively and communicate effectively with College administrators and staff, representatives of State and federal agencies, educational institutions, social service organizations, community representatives, and others to coordinate and implement assigned programs and activities and provide information to others.
5. Attend a variety of administrative and staff meetings related to strategic planning, budget, advisory committees, and other assigned activities; participate in consultation, shared governance, and appropriate advisory committee meetings. Chair committees as assigned.
6. Maintain and encourage effective communication with assigned staff by holding regular staff meetings. Provide timely information to staff about issues, programs, and practices affecting the college, division, and departments.
7. Network with professional colleagues inside and outside of the College. Attend workshops and professional conferences to stay informed of new developments and technologies; serve on a variety of campus, community, and state committees; meet with representatives of business, industry, and local government as appropriate.
8. Participate as an active member of the Department's management team.

#### **IV. ORGANIZATION MANAGEMENT**

1. Maintain up-to-date knowledge of the regulations, policies, requirements, and eligibility criteria for assigned programs and ensure compliance with the College's policies, procedures, and practices.
2. Strengthen processes, programs, and services through the effective and efficient use of assessment, program review, planning, and resource allocation. Implement priorities in conjunction with the College's comprehensive planning and budgeting guidelines. Implement an organizational structure that maximizes utilization of resources and ensures effective and efficient delivery of services.
3. Train, supervise, motivate, and evaluate the performance of assigned managerial, professional, operational, technical, and support personnel; recommend transfers, reassignment, termination, and disciplinary actions as needed; delegate and review assignments; evaluate work products and results, implement appropriate procedures to accommodate need for information and assistance; establish and monitor timelines and prioritize work. Monitor employee performance on a regular basis and provide coaching for performance improvement and/or development as needed. Anticipate, prevent, and resolve conflicts under areas of supervision.
4. Implement plans for efficient and appropriate use and security of assigned facilities; ensure compliance with health and safety regulations.
5. Work with Information Technology personnel on a continual basis to enhance and improve relevant computer systems. Learn and apply emerging technologies to perform duties and provide services in an efficient, organized, and timely manner. Work to modernize infrastructure and technological resources to facilitate a positive learning and working environment and promote student success.
6. Perform other duties as assigned.

#### **MINIMUM QUALIFICATIONS**

**Education:** Bachelor's degree from an accredited college or university in the field of communications, marketing, journalism, or public relations.

**Experience:** Three (3) equivalent full-time years of experience in digital marketing, public relations, writing, publications development, and/or journalism.

#### **LICENSES AND OTHER REQUIREMENTS**

Valid California driver's license

(Note that for travel reimbursements, a valid California driver's license and successful completion of the District's Defensive Driver Training program is required.)

#### **DESIRED QUALIFICATIONS**

**Desirable Education:** Master's degree from an accredited college or university in the field of communications, marketing, journalism, or public relations.

**Desirable Experience:** Five (5) equivalent full-time years of increasingly responsible experience in digital marketing, public relations, writing, publications development, and/or journalism.

**Knowledge/Areas of Expertise: College Level**

- California Education Code, Title 5, Chancellor's Office administrative procedures, Federal laws and regulations and other legal parameters that affect the policies and practices of the College, as they apply to areas assigned.
- Understanding of higher education principles and practices in community colleges, including the mission of the California Community Colleges.
- Community college organization, operations, policies, and objectives, including specific policies and procedures of El Camino College covering the departments or units supervised.
- Specific needs and interests of community college students.
- Principles of business administration, management, marketing, and record keeping.
- Effective organizational and management practices pertaining to the analysis and evaluation of projects, programs, policies, procedures, department performance metrics, and operational needs.
- Effective fiscal management strategies, including understanding of budget concepts, principles, and practices, and effective budget administration and control.
- Effective financial reporting and record keeping.
- Grant proposal writing and special funding resources applicable to areas supervised.
- Appropriate risk management strategies, safety precautions, and procedures.
- Principles of communicating and collaborating effectively with diverse students, faculty, staff, and administration.
- Effective methods for conflict resolution and crisis management.
- Effective change management principles and practices.
- Evaluation and statistical methodology for preparation of statistical research and reports.
- Effective marketing, promotion, and public relations techniques. Preparation, publication, and distribution of informational and promotional materials related to areas assigned.
- Effective written and oral communication skills. Effective interpersonal skills using tact, patience, and courtesy. Effective collaboration, communication, and consensus-building techniques.
- Effective needs assessment methods and project management practices. Effective data management, record-keeping, and reporting techniques. Understanding of key performance indicators, goals, and measurable objectives and how to implement them.
- Effective leadership, administration, organizational planning, supervision, training, and analysis techniques applied to the assigned administrative area. Comprehensive understanding of the principles and practices of effective supervision, training, motivation, and performance evaluation.
- Computer systems and software applications related to areas of assignment, including capabilities and limitations. Modern office practices, procedures, and equipment. Operation of computer, peripherals, and software programs, including information systems, database management, spreadsheet, word processing and specialized software.
- Proficient level operation of a computer and assigned software, including proficient level use of common office software such as: Excel, Access, Word, Outlook, and PowerPoint.
- Technological advancements and their application to the assigned areas of responsibility.

**Knowledge/Areas of Expertise: Job Level**

- Supervising and evaluating the performance of assigned staff.
- Experienced in marketing strategies, tactics, and promotional campaigns.
- Knowledge of digital media (i.e., websites, webcasts, online communications, social media, Internet trends, etc.)
- Knowledge of the structure and content of the English language (i.e., spelling, rules of composition, and grammar for oral, written, and online communications.)
- Knowledge of current trends in digital media (i.e., 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 (i.e., Microsoft Office)
- Knowledge of Web-specific technology (i.e., live stream, social media, Web content, digital media).
- Knowledge of principles and processes for providing excellent customer service, including customer needs assessment, meeting quality service standards, and evaluation of customer satisfaction.

**Abilities/Skills: College Level**

- Represent the College in a manner that reflects a positive image of services and support provided.
- Demonstrate sensitivity to and an understanding of the diverse academic, socioeconomic, cultural, linguistic, disability, and ethnic backgrounds of community college students, faculty, and staff. Relate effectively to people of varied academic, cultural, and socio-economic backgrounds using tact, diplomacy, and courtesy.
- Establish and maintain cooperative and effective working relationships with a wide diversity of students, faculty, staff, and community members in an atmosphere of collegial decision-making and consensus-building. Work effectively and collaboratively in a diverse college environment, as well as within a community college system.
- Listen effectively. Communicate respectfully with people of diverse cultures, languages, abilities, etc. Work effectively with others to build consensus and gain cooperation through discussion and persuasion to achieve common goals.
- Provide effective customer service and end-user satisfaction. Respond promptly to requests and inquiries from the public. Effectively resolve complex problems.
- Work independently with limited administrative oversight and direction. Adhere to ethical principles and practices, consistently exercise good judgment, and make effective decisions. Demonstrate flexibility and creativity in accomplishing work and resolving problems.
- Meet assigned schedules and timelines. Effectively manage the stress of working under tight timelines.
- Maintain confidentiality and act with discretion. Maintain the security of confidential materials.
- Travel to meetings and events on and off campus as required. Observe legal and defensive driving practices when operating a motor vehicle on campus or on official business.
- Utilize effective planning and organizational skills. Analyze problems, identify alternative solutions, anticipate consequences of proposed actions, and implement effective solutions in support of goals.
- Administer and control the budget for program areas as assigned.
- Chair and participate in a variety of college committees and work groups as directed.
- Read, understand, interpret, and apply technical and legal information effectively. Analyze, interpret, communicate, and enforce applicable federal, state, and local laws, regulations,

- rules, policies, administrative data, and related materials. Interpret, apply, and explain rules, regulations, policies, and procedures in a variety of procedural situations for areas assigned.
- Collect, compile, and analyze data. Prepare comprehensive narrative and statistical reports. Direct the maintenance of a variety of reports and files related to assigned activities. Prepare and maintain accurate and detailed records and reports related to the area supervised. Prepare analytical reports, proposals and other written plans for the College, Board of Trustees, Chancellor's Office, and other outside agencies as assigned. Assist in related research and evaluation activities as required.
  - Utilize effective oral and written communication skills, including business letter writing, report preparation, and public speaking. Utilize appropriate English usage, composition, grammar, spelling, punctuation, and vocabulary.
  - Communicate clearly, concisely, and effectively with diverse constituencies within and outside of the College, both orally and in writing. Prepare and present effective oral and written reports, press releases, and promotional materials as required. Prepare and deliver effective presentations as requested.
  - Utilize effective planning and organizational skills. Plan, organize, coordinate, and direct work to maximize efficiency and effectiveness. Prepare work plans, implement schedules, and consistently meet reporting timelines. Effectively delegate authority and responsibility. Provide guidance and assistance to the functional and operational areas within the assigned Department.
  - Utilize effective leadership, counseling, and modeling skills. Encourage professional excellence among employees and promote an organizational culture of customer service, teamwork, and innovation.
  - Effectively train, direct, supervise, motivate, and evaluate the performance of assigned staff. Facilitate effective staff meetings and group discussions and involve staff in idea generation, goal setting, and decision making.
  - Work effectively within a unionized environment.
  - Operate a variety of office equipment including a computer. Use automated systems to maintain records, collect data, and generate reports.

**Abilities/Skills: Job Level**

- Ability to empathize and understand diverse populations from various social-economic, academic, cultural, and ethnic backgrounds, including individuals with physical and/or learning disabilities.
- Ability to effectively communicate both orally and in writing using tact and patience.
- Ability to analyze situations accurately and take effective courses of action.
- Ability to maintain records and prepare reports in a timely manner.
- Ability to prioritize and schedule work.
- Ability to work effectively with others.
- Ability to implement programs and projects within specific budget guidelines.
- Ability to acquire and maintain knowledge of applicable Education Code, local, state, federal regulations where applicable.
- Ability to travel off-site.
- Ability to work under tight timelines.



**WORK ENVIRONMENT AND PHYSICAL DEMANDS**

*The work environment and physical demands described here are representative of those required by an employee to perform the essential functions of this job successfully.*

***Note: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.***

**Work Environment**

Standard office setting. Duties are performed primarily in an office environment while sitting at a desk or computer workstation. Incumbents are subject to extensive contact with students, faculty, and staff with frequent interruptions, noise, and demanding timelines. At least minimal environmental controls to assure health and comfort. May involve working non-standard, evening, and weekend hours.

**Physical Demands**

Incumbents regularly sit or stand for long periods, travel short distances on campus on a regular basis, travel to various locations to attend meetings and conduct work, use hands and fingers to operate an electronic keyboard or other office machines, reach with hands and arms, speak clearly and distinctly to answer telephones and to provide information; see to read fine print and operate computer; hear and understand voices over telephone and in person; and lift, carry, and/or move objects weighing up to 25 pounds.

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