



EXECUTIVE DIRECTOR OF MARKETING AND COMMUNICATIONS

Classification: Classified Administrator
Salary Range: 13

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

KEY ROLES/RESPONSIBILITIES

Under direction of the Superintendent/President (or designee), exercise overall leadership of the Marketing and Communications Department providing administrative supervision over assigned positions. Provide vision and leadership to develop, organize and implement the department's goals and objectives; plan, develop, organize schedule, direct, improve and evaluate the department's programs, services, and activities; and provide oversight, development, and coordination of all elements of the areas assigned, including marketing, communications, public information, and government relations.

Foster a culture of collaboration, mutual respect, innovation, and continuous improvement throughout the 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 Superintendent/President (or designee).
- 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 faculty and classified employees; understand and interpret agreements for faculty and 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 department. 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 Area as directed.
2. Demonstrate effective leadership 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 or leading 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. Provide vision, leadership, and advocacy to 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. Demonstrate full accountability for effective and efficient utilization of resources. Control and authorize expenditures in accordance with established guidelines. Measure and assess outcomes. Identify opportunities for improvement 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. Serve as a key advisor to the Superintendent/President on strategic matters related to communications, marketing, public information and government relations and other administrative concerns. Provide administrative guidance to the Superintendent/President in developing and implementing strategic plans, goals, objectives, policies, and priorities.
2. Provide effective leadership and guidance over all aspects of the areas assigned, including resource planning, budgeting, tracking, and reporting. Provide technical expertise as directed.
3. Provide leadership over, 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.
4. Ensure the fiscal integrity of the College to promote and empower student learning, success, and self-advocacy.
5. 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.
6. Provide timely operational, technical, and financial information to the 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.

7. Ensure that all programs, services, activities, events, and experiences demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, linguistic, disability, racial, and ethnic backgrounds of community college students, faculty, and staff.

FUNCTIONAL RESPONSIBILITIES: Job Level

1. 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.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. Oversee the planning and development of social media strategies that will increase brand visibility and traffic across all social platforms, including content development, community engagement, and management.
10. 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.
11. 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.

12. 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.
13. 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.
14. 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.
15. 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.
16. Work collaboratively with all departments to support college outreach and advancement goals.
17. Provide direction to the Public Information and Governmental Relations functions, including providing leadership in managing internal and external communication during a campus emergency, natural disaster, and other crisis; and provide direction in the development and dissemination of 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.
18. Provide counsel to the Superintendent/President, administrators, faculty, staff and students regarding current and potential marketing, and internal communications matters.
19. 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.
20. Provide a repository 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.
21. 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.
22. Develop and maintain the Marketing and Communications Department budget.
23. Direct and supervise and evaluate the work of assigned personnel.

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 Area 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. Organize and 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 department and the College.
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 Superintendent/President's management team, as requested.

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. Establish priorities in conjunction with the College's comprehensive planning and budgeting guidelines. Develop and 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 managerial, professional, operational, technical, and support personnel as assigned; recommend transfers, reassignment, termination, and disciplinary actions as needed; delegate and review assignments and projects; evaluate work products and results, develop 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. Plan for efficient and appropriate use and security of assigned facilities; assure 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: A Bachelor's degree from an accredited college or university with a degree in marketing, public relations, journalism, English, communications or related field.

Experience: Three (3) years of increasingly responsible experience in marketing, public relations, or communications of which at least one year is in a lead or supervisory capacity.

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: A Master's degree from an accredited college or university with a degree in marketing, public relations, journalism, English, communications or related field.

Desirable Experience: Five (5) years of increasingly responsible experience in marketing, public relations, or communications in a public environment, preferably at an institution of higher education, of which at least two (2) years are in a supervisory capacity.

FUNCTIONAL RESPONSIBILITIES: *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.
- Comprehensive 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 comprehensive 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.
- 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

- 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: 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 socioeconomic 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.
- Establish and maintain cooperative and effective working relationships with others. 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.
- Prepare, administer, and control the budget for assigned program areas.
- 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.
- 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 leadership, guidance, and assistance to the functional and operational areas within the assigned Department.
- 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

- 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 timelines.
- 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.
- Work under tight timelines.
- Required movement to and from many locations, including off-campus sites.

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. Frequently involves 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.*