



## **JOB TITLE: ASSISTANT DIRECTOR, MARKETING & OPERATIONS**

Classification:	Classified Administrator	Retirement Type:	PERS*
Salary Range:	7	Board Approved:	April 19, 2021

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### **BASIC FUNCTION:**

Under the direction of the Executive Director, the Assistant Director of Marketing & Operations manages the production of District publications (digital and print); coordinates the implementation of marketing campaigns; ensures consistency of College branding; organizes multimedia projects and requests; and serves as a back-up to other administrators within the department. The Assistant Director operationalizes marketing strategies to increase the College's visibility and increase student enrollment, retention, and community engagement.

### **REPRESENTATIVE DUTIES:**

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

Maintain current knowledge of technical advancements within the marketing, advertising, and multimedia field.

Perform other related duties as assigned or requested.

### **JOB QUALIFICATIONS:**

#### Education and Experience:

Bachelor's degree in the area of communications, marketing, journalism, or public relations. Minimum of 5 years of experience in digital marketing, public relations, writing, publications development, and/or journalism.

### **OTHER QUALIFICATIONS:**

#### Knowledge/Areas of Expertise:

Experienced in 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:

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.

Licenses or Other Requirements:

Valid California driver's license is required to receive work-related mileage reimbursements.

**WORKING CONDITIONS:**

Duties are performed indoors, usually in an office environment, and occasionally outdoors.  
Work may require off-site travel.  
Work under tight timelines.  
Work may require a flexible workweek, including day and evening hours and occasional weekend assignments.

**PHYSICAL DEMANDS:**

May sit for extended hours at a desk in front of a computer.  
Operates a computer keyboard.  
Communicates over the telephone, via email, and/or via teleconferences.

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