



El Camino College

Assistant Director, Marketing and Operations



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.

ABOUT EL CAMINO COLLEGE

El Camino College (ECC) is situated on a beautiful and spacious 126-acre campus near Torrance, California. We are located in Los Angeles County, just minutes from South Bay beaches. Our community serves a diverse student population including new and re-entering students and those pursuing certificate, degree, and transfer goals.

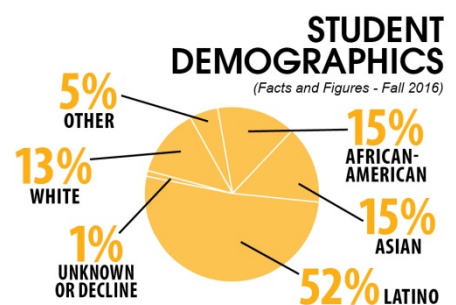
As a comprehensive two-year college, El Camino College serves approximately 25,000 students each semester, the majority of whom are from diverse populations. The ideal candidate will share ECC's commitment to educating its racially and socio-economically diverse student population including students with disabilities.

El Camino College provides many opportunities for students to succeed. Through the Honors Transfer Program, El Camino College transfers hundreds of students each year to four-year universities around the country. Top transfer institutions include UCLA, USC, and UC Davis. El Camino College is regularly among the top five community colleges in Southern California for students admitted to CSUs, and the top ten for UCs. Students are also supported by an extensive scholarship program, with approximately \$600,000 awarded annually.

With the passage of general obligation bond measures in 2002 and 2012, the District has undergone a substantial transformation campus-wide. Over the next 10 years, capital construction projects, as well as new initiatives to support student success, will strengthen El Camino College as a premier institution for teaching and learning.

MISSION STATEMENT

El Camino College makes a positive difference in people's lives. We provide excellent comprehensive educational programs and services that promote student learning, equity and success in collaboration with our diverse communities.



ASSISTANT DIRECTOR, MARKETING AND OPERATIONS

Division: Marketing and Communications

Posting Closing Date: June 25, 2021

Req: C2021-027

Location: El Camino College

Position Type: Classified Administrator

REPRESENTATIVE DUTIES

The duties of the Assistant Director of Marketing and Operations may include, but not be limited to, the following:

- 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.

REQUIRED 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.

KNOWLEDGE OF

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.

CONDITIONS OF EMPLOYMENT

Full-time, twelve-month classified administrative position subject to a probationary period. Working hours are Monday through Friday 8:00 a.m. until 5:00 p.m. Excellent fringe benefits including eight 32-hour work weeks during the summer.

Offer and acceptance of employment is subject to verification of all information provided on the employment application, credential(s), and transcripts. Candidates selected for employment must agree to be fingerprinted, submit Certificate of Completion of the Tuberculosis Risk Assessment and/or Examination, provide proof of eligibility for employment in the United States, and present a valid Social Security card upon hire.

SALARY RANGE: \$95,248 Annually

TO APPLY

An applicant must submit the following by the closing date:

1. Online application: <http://www.elcamino.edu/jobs>
2. Cover letter describing how applicant meets the qualifications.
3. Résumé including educational background, professional experience, and related personal development and accomplishments.
4. Pertinent transcripts as stated in the required qualifications. (Unofficial computer-generated academic records/transcripts must include the name of the institution and degrees awarded to be acceptable.) Multiple page transcripts must be loaded as **ONE** PDF document.

Foreign Transcripts: Transcripts issued outside the United States of America require a course-by-course analysis with an equivalency statement from a certified transcript evaluation service verifying the degree equivalency to that of an accredited institution within the USA. For information on transcript evaluation services, please visit: <http://www.ctc.ca.gov/credentials/leaflets/cl635.pdf>.

Applicants with disabilities requiring special accommodations must contact Human Resources at least five (5) working days prior to the final filing date:

https://elcamino.formstack.com/forms/reasonable_accommodation_requestform

Please Note: Documents submitted or uploaded for a previous position cannot be reused for other positions. You must submit the required documents for each position you apply for by the closing date. Failure to do so will result in an incomplete application. Applications with an incomplete status will not receive consideration. You may check the status of your application online.

If you need assistance you may call 310-660-3593 Ext. 3807 between the hours of 8:00 a.m. and 4:00 p.m., Monday through Friday or by email at hr@elcamino.edu.

Due to the large volume of calls received on closing dates, we highly recommend that you **do not** wait until the last day to apply so that we may assist you with questions or technical matters that may arise. Give yourself sufficient time to complete the profile, which may take 45 minutes or more. Positions close promptly at 3:00 p.m. PST (pacific standard time).

Closing Date: Friday, June 25, 2021 at 3:00 p.m.

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

BENEFITS

The College provides a diversified insured benefit program for all full-time employees, including medical, dental, vision and life insurance. Dependent medical, dental and vision insurance is available, toward which both the College and the employee contribute.

- Paid sick leave is granted equal to one day for each month of service. Sick leave may be accumulated indefinitely. Rather than State Disability Insurance, limited sick leave benefits are available for days beyond the earned sick leave days and are paid at 50 percent.
- Full-time employees contribute a percentage of their regular salary to either the State Teachers Retirement System (STRS) or to the Public Employees Retirement System (PERS) and Social Security.

INTERVIEW EXPENSES

Only individuals identified for FINAL interviews are eligible to have their expenses paid. Reimbursement will be limited to economy airfare (to and from point of origin) and for meals and lodging. The maximum allocated for meals, lodging and transportation is \$600. Candidate must complete a Travel Request and Reimbursement Form and submit it together with all supporting documentation to the Human Resources Department.

FOR FURTHER INQUIRIES AND APPLICATION MATERIAL SUBMISSION, CONTACT:

El Camino College Human Resources

Pamela Jones
310-660-3593, Ext. 3478
pjones@elcamino.edu
16007 Crenshaw Boulevard
Torrance, CA 90506

In accordance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act, El Camino College has published Annual Security Reports and all required statistical data, which can be found on the Police Department webpage at www.elcamino.edu/about/depts/police/cleryact/index.aspx. These publications include Clery crime statistics for the previous three years relevant to El Camino College classes and activities, in addition to institutional policies concerning campus safety and security. The information is also available in printed form in the lobby of the Police Department and in select locations on campus. Upon request, the Campus Police Department can provide or mail out copies of this publication. Contact them at 310-660-3100.

El Camino College is an Equal Opportunity Employer

The El Camino Community College District is committed to providing an educational and employment environment in which no person is subjected to discrimination on the basis of actual or perceived race, color, ancestry, national origin, religion, creed, age (over 40), disability (mental or physical), sex, gender (including pregnancy and childbirth), sexual orientation, gender identity, gender expression, medical condition, genetic information, marital status, military and veteran status, or retaliation; or on any other basis as required by state and federal law.