

PALOMAR COMMUNITY COLLEGE DISTRICT

MARKETING SERVICES MANAGER-CCCSAT

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

To direct, manage, supervise and coordinate brand development and marketing communications strategies for CCCSAT, CCN and other developed projects and programs; to represent all projects to the community and develop new relationships to ensure continuous project success; and to provide highly responsible and complex administrative support to the Project Director.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Project Director.

Exercises direct supervision over professional, technical and clerical staff.

ESSENTIAL FUNCTION STATEMENTS

The following tasks are typical for positions in this classification. Any single position may not perform all of these tasks and/or may perform similar related tasks not listed here:

1. Assume management responsibility for brand development and marketing communications strategies for CCCSAT, CCN and other developed projects and programs.
2. Manage and participate in the development and implementation of goals, objectives, policies and priorities for assigned programs; recommend and administer policies and procedures.
3. Monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; recommend, within departmental policy, appropriate service and staffing levels.
4. Plan, direct, coordinate and review the work plan for assigned technical and professional staff; assign work activities, projects and programs; review and evaluate work products, methods and procedures; meet with staff to identify and resolve problems.
5. Manage all marketing communications including the implementation of marketing collateral materials, print media, news releases, Internet campaigns, publications and other direct marketing activities.
6. Evaluate and make adjustments to marketing strategies and plans in order to meet the changing market.
7. Create communications strategies to leverage the Internet and the Project's web sites as a strategic tool for sales, surveys, data collections, marketing, training and technical support.
8. Develop brand platforms and establish project image; ensure consistency of message and presentation throughout all marketing programs and activities.

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9. Drive brand awareness through segment-focused marketing initiatives of advertising, promotion and public relations programs.
10. Drive project communications through appearances at speaking engagements at industry conferences, workshops and other related events.
11. Work with web team on the development of web sites, surveys and data collection with a large scope or high profile.
12. Arrange and oversee the conduct of press conferences, special events and meetings.
13. Develop and write all collateral marketing materials including press releases, marketing reports, brochures, and newsletters; manage all mailing activities in conjunction with special promotional and direct mailing operations.
14. Select, train, motivate and evaluate technical and professional personnel; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures.
15. Oversee and participate in the development and administration of the budget; participate in the forecast of funds needed for staffing, equipment, materials and supplies; monitor and approve expenditures; implement adjustments.
16. Serve as staff on a variety of boards, commissions and committees; prepare and present staff reports and other necessary correspondence.
17. Provide responsible staff assistance to the Project Director.
18. Conduct a variety of organizational and operational studies, and investigations; recommend modifications to broadcast programs, policies and procedures as appropriate.
19. Attend and participate in professional group meetings; stay abreast of new trends and innovations in the field of client services related to television and cable broadcasting.
20. Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

- Operational characteristics, services and activities of a marketing program.
- Principles, practices, services and applications of marketing, public relations, public affairs and media relations in higher education.
- On line publishing skills including HTML applications and on line design and layout.
- Objectives and goals of distance learning programs in higher education.
- Principles and practices of public speaking.
- Policies, procedures and protocol of the California Community College system.
- Principles and practices of program development and administration.
- Principles and practices of budget preparation and administration.
- Modern office procedures, methods and computer equipment including applicable software applications.
- Principles of supervision, training and performance evaluation.
- Pertinent Federal, State and local laws, codes and regulations.

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Ability to:

- Oversee and participate in the management of a complex marketing program.
- Oversee, direct and coordinate the work of lower level staff.
- Select, supervise, train and evaluate staff.
- Represent project goals and programs to the general public.
- Interpret statistical evaluations of marketing activities.
- Evaluate and make adjustments to marketing strategies and plans in order to meet the changing market.
- Participate in the development and administration of goals, objectives and procedures.
- Prepare and administer large program budgets.
- Prepare clear and concise administrative and financial reports.
- Travel to various locations as required.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Research, analyze and evaluate new service delivery methods and techniques.
- Interpret and apply Federal, State and local policies, laws and regulations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

Experience and Education/Training Guidelines

Any combination of experience and education/training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five years of increasingly responsible experience in marketing including two years of administrative and supervisory responsibility.

Education/Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in marketing, public relations, business administration or a related field.

WORKING CONDITIONS

Environmental Conditions:

Office environment; occasional travel with public speaking.

Physical Conditions:

Essential functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; visual acuity to read printed materials.