

PALOMAR COMMUNITY COLLEGE DISTRICT

Classification Title: Manager, Client Services and Marketing – TTIP South

Department: Telecommunications - Grants

FLSA Status: Exempt

Staff Category: Administrative Association (Classified Administrator)

Salary Range: 56

Supervision Received From: Director, CCC Confer/3C Media Solutions

Original Date: June 2015

Supervision Given Assigned classified and hourly, and volunteer staff in the Telecommunications - Grants Department

Last Revision: N/A

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.

JOB SUMMARY.

Manages and coordinates the provision of support of the CCC Confer electronic meeting function of the TTIP South project, including oversight of product training and technical support for prospective and current partners, customers and alliances. Manages, supervises, and coordinates brand development and marketing communications strategies for CCC Confer, 3C Media Solutions, @ONE, and other developed projects and programs. Represents all projects to the community and develops new relationships to ensure continuous project success.

DISTINGUISHING CHARACTERISTICS.

The Manager, Client Services and Marketing – TTIP South is distinguished from the Client Services Technician classification by its overall responsibility for managing and coordinating the CCC Confer electronic meeting function. It is distinguished from other management classifications within the Telecommunications/Grants department by its overall responsibility for providing marketing and client services for TTIP South, which includes CCC Confer, 3C Media Solutions, and @ONE.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS. Essential responsibilities and duties may include, but are not limited to, the following:

1. Performs full supervisory activities, subject to management concurrence and in accordance with applicable College policies, which includes selecting and training new employees; planning, assigning, scheduling, and evaluating completed work; approving overtime as required; preparing and signing employee performance evaluations; recommending salary reclassifications; responding to grievances and taking appropriate disciplinary action; and, performing related supervisory activities.
2. Manages the CCC Confer electronic meeting function, including scheduling, technical support, and training for customers, prospective customers, partners, and alliances throughout the California Community Colleges system.
3. Develops and implements goals, objectives, policies, and priorities to administer annual work plans; monitors and evaluates work plan activities for efficiency and effectiveness and recommends necessary changes and revisions as required.
4. Plans, directs, coordinates, and reviews the work plan for assigned technical staff; assigns work activities, projects and programs; reviews and evaluates work products, methods and procedures; meets with staff to identify and resolve problems and evaluate performance; recommends appropriate staffing levels within department needs, policies, and procedures; works with the management team of TTIP South projects to develop an annual work plan.
5. Assists database and website teams in the design of help desk, website, and client services databases.
6. Manages and maintains oversight of on-line and telephone help desks to ensure timely intervention and resolution of complex problems and/or technical questions regarding the CCC Confer products.

7. Ensures timely intervention into service quality issues; resolves complex technical problems and questions and serves as a resource to team members; maintains familiarity with all open calls and the time period within which they must be resolved.
8. Negotiates and resolves service and product issues with clients, vendors, and internal departments; meets with vendors to discuss performance improvement expectations.
9. Collaborates with internal departments and vendors to ensure products and services of system-wide e-conferencing projects, @ONE programs, and 3C Media Solutions functions are working smoothly and properly.
10. Provides technical expertise relating to CCC Confer products and services, including, but not limited to, web conferencing, conference calls, conference support, and computer support for statewide customers; responds to questions, concerns and other issues related to assigned responsibilities.
11. Conducts a variety of organizational and operational studies and investigations; recommends modifications to existing programs, policies and procedures as appropriate.
12. Composes, produces, and distributes various narrative and/or statistical reports, proposals and memos related to project operations and activities; prepares and maintains a variety of records related to operations and activities.
13. Oversees and participates in the development and administration of the assigned budget; participates in the forecast of funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; implements adjustments.
14. Serves as the liaison for TTIP South activities with other divisions, departments and outside agencies; negotiates and resolves sensitive and controversial issues.
15. Serves as staff on a variety of boards, commissions and committees; prepares and presents staff reports and other necessary correspondence.
16. Appears at public speaking engagements, conferences, workshops, and other events to represent the projects and provide public information and/or training in the use of TTIP South services.
17. Develops, implements, and manages comprehensive and strategic marketing and communication plans that enhance and strengthen the identity, image, and brands of CCC Confer, @ONE, and 3C Media Solutions system-wide projects and the annual Online Teaching Conference.
18. Directs and participates in the creation of marketing and public relations collateral materials and promotional strategies for CCC Confer, @ONE, the Online Teaching Conference, and 3C Media Solutions, including brochures, flyers, invitations, programs, web copy, web design, training materials, promotional items, webinars, trade shows, conferences, and presentations.
19. Keeps abreast of new trends and innovations related to e-conferencing, educational technologies, and social media marketing.

Marginal Functions:

1. Participates in/on a variety of committees, task forces, meetings, and/or other related groups in order to receive and/or convey information.
2. Performs related duties and responsibilities as required.

QUALIFICATIONS.

Knowledge of:

1. Managerial principles and practices.
2. Operational characteristics, services and activities of a customer service program.
3. Principles and practices of collaborative technologies, including e-conferencing.
4. Advanced principles and practices of customer service.

5. Product and service offerings of the TTIP South projects.
6. Project management principles and practices.
7. Needs assessment techniques.
8. Service delivery standards and systems.
9. Customer satisfaction evaluation techniques.
10. Vendor management techniques.
11. Database management principles and practices.
12. Help desk functionalities.
13. E-conferencing products and collaborative technologies.
14. Policies, procedures and protocol of the California Community College system.
15. Program development and administration principles and practices.
16. Budgeting principles and practices.
17. Public relations principles, including the use of tact, patience, and courtesy.
18. Applicable Federal, State and local laws, codes and regulations.
19. Multimedia production principles, practices, and methodologies.
20. Operational characteristics and complex and comprehensive services and activities of a marketing and communications program.

Skill in:

1. Supervising, training and evaluating the work of others.
2. Utilizing a computer and related software applications.
3. Establishing and maintaining effective working relationships with those contacted in the course of work.
4. Interpreting complex data and information.
5. Reading, interpreting, applying and explaining Federal, State, and local rules, regulations, policies and procedures.
6. Communicating clearly and concisely, both orally and in writing.
7. Mediating difficult and/or hostile situations.
8. Effectively responding to all situations/incidents using sound judgment and decision-making skills.
9. Overseeing and participating in the management of a customer service program.
10. Comprehending and learning technical information.
11. Responding to requests and inquiries from clients and customers in a timely and appropriate manner.
12. Participating in the development and administration of goals, objectives and procedures.
13. Preparing and administering large program budgets.
14. Preparing clear and concise administrative and financial reports.
15. Analyzing problems, troubleshooting solutions, identifying alternative solutions, adopting an effective course of action, projecting consequences of proposed actions and implementing recommendations in support of goals.
16. Conducting research and making recommendations based on findings.
17. Managing technical projects.
18. Developing and managing marketing plans and programs.
19. Coordinating the development and presentation of public relations, marketing, and training information and materials.
20. Researching, analyzing, and evaluating new service delivery methods and techniques.
21. Preparing, implementing, and evaluating training programs and services for diverse user populations.

Experience and Training Guidelines

Any combination of experience and 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 customer relations management and marketing, including two years of supervisory experience.

Education/Training:

A Bachelor's degree from an accredited college or university in computer science, communications, or a related field.

WORKING CONDITIONS.

Environmental Conditions:

Office environment; occasional travel.

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.

TERMS OF EMPLOYMENT.

All positions in this classification are specially-funded, and the duration of any position in this classification is dependent upon the continuation of funding.