



**Classification Title: Marketing Communications Coordinator**

<b>Department:</b>	Communications/Marketing	<b>EEO6 Code:</b>	3
<b>Employee Group:</b>	Classified	<b>Salary Grade:</b>	27
<b>Supervision Received From:</b>	Director, Communications, Marketing, and Public Affairs	<b>Date of Origin:</b>	9/2016
<b>Supervision Given:</b>	Direction and Guidance	<b>Last Revision:</b>	6/2021

*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 by individual positions.*

**JOB SUMMARY.**

Coordinates digital and traditional media strategies and targeted internal and external marketing communications materials to support the District's brand and enrollment objectives; researches, develops and coordinates implementation of marketing strategies and campaigns; oversees content and design for District publications and materials, including the annual report and College catalog, serves as a technical expert for marketing campaigns and performs content updates on the Palomar College website as directed by supervisor.

**DISTINGUISHING CHARACTERISTICS.**

Marketing Communications Coordinator is distinguished from other classified classifications in Communications/Marketing in its responsibility for marketing coordination, including the timely production and launch of traditional and digital media formats.

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

1. Works with District administration and employees to identify and coordinate marketing strategies and internal and external marketing communications materials; initiates work and coordinates activities with other staff in Communications/Marketing and District graphic specialists to result in high-quality brand image and engagement with target audiences.
2. Provides technical expertise, advice and recommendations to faculty, staff and administrators concerning District publications and a broad range of marketing programs of various scales and dollar value; clarifies information and provides guidance on how to achieve maximum marketing impacts; suggests media, design possibilities and formats; assists in the development and implementation of innovative website and online marketing concepts; proofreads and edits a wide variety of communication materials.
3. Works with internal colleagues and external vendors as necessary to edit website to generate engagement with target audiences.
4. Engages with colleagues across the District to coordinate the appropriate content and communication channels to reach designated target audiences; representative duties include compiling, organizing, and reviewing a wide variety of written copy and photographic and graphic assets, and working with Creative Services staff in layout design; works with media and marketing account representatives to develop and launch advertising agreements.

5. Works with Purchasing and Warehouse staff to develop high dollar advertising contracts and service provider agreements; obtains bids for media and marketing services and secures media and other vendors for special events; establishes effective timelines; verifies billings and approves invoices; acts as liaison between off-campus vendors and the District; ensures implementation of projects based on marketing strategy and media plan.
6. Participates in special District events that involve marketing and branding collaterals and promotional items; works with vendors to ensure high-quality production and distribution.
7. Works with the Office of Instruction, the Palomar College Foundation, and the Superintendent/President's office to provide marketing strategy consultation and coordinates implementation as necessary for initiatives associated with increasing enrollment, philanthropy and branding.
8. Provides marketing consultation and media buying expertise and guidance to grant funded programs as per the goals and objectives outlined in the associated grants.
9. Works with the Fiscal and Administrative Services division to track marketing and media expenditures, establish purchase orders and track invoices to align with the marketing budget.

#### **Marginal Functions:**

1. Performs a variety of clerical and administrative support duties in support of department operations.
2. Performs related duties and responsibilities as required.

#### **QUALIFICATIONS.**

**Experience and Education/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:** Three years of progressively responsible professional experience involving marketing communications, traditional and digital media strategy and implementation, including website content and vendor relationships.

**Education/Training:** Equivalent to a bachelor's degree from an accredited college or university with coursework in marketing, digital communications, public relations or a related field.

**Preferred Qualifications:** Experience working in a college environment and/or a non-profit organization.

#### **Knowledge of:**

1. Principles and practices in the design, development, implementation and evaluation of marketing and promotional strategies and campaigns, as applicable to engaging target audiences.
2. Principles and practices of sound marketing and business communication; correct English usage, grammar, spelling, punctuation and vocabulary.
3. Rules, policies, procedures, and operating practices relevant to assigned areas of responsibility.
4. Methods and techniques used in digital marketing.
5. Principles of web, online and new media marketing, including mobile marketing.
6. Special event marketing and promotions, including design and coordination. Methods, practices, terminology and procedures used in creative design and advertising.
7. Principles and practices of project management.
8. Local, state and federal requirements applicable to areas of assigned responsibilities.
9. Advanced use of office and graphics software applicable to marketing communication materials.
10. Principles and practices of public administration including budgeting, purchasing and maintaining public records.
11. Modern office practices, procedures and equipment.

**Skill in:**

1. Organizing, setting priorities and exercising sound independent initiative and judgment within areas of responsibility.
2. Providing information and guidance within a professional setting on marketing and communications strategies to meet strategic goals and new initiatives.
3. Coordinate marketing, promotional and other projects of various sizes and scales in a manner that encourages teamwork and cooperation.
4. Reviewing and proofreading highly detailed marketing communications, and resolving conflicts, omissions and other problems quickly and with a high degree of accuracy.
5. Writing copy, proofreading, and editing marketing copy and related projects.
6. Staying abreast of changes in the field of digital marketing.
7. Communicating clearly and effectively, both orally and in writing.
8. Interpreting, applying and explaining policies and procedures and reaching sound decisions in assigned areas of responsibility.
9. Exercising tact and diplomacy in dealing with sensitive, complex issues and situations.
10. Preparing clear, concise and accurate reports, correspondence and other written materials.
11. Organizing and maintaining a variety of records and files.
12. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.
13. Establishing and maintaining effective working relationships with others encountered in the course of work.

**WORKING CONDITIONS.**

**Environmental Conditions:** The employee works under typical office conditions, and the noise level is usually quiet to moderate.

**Physical Conditions:** Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to use hands repetitively to finger, handle and feel computers and standard business equipment; and reach with hands and arms.

**TERMS OF EMPLOYMENT.**

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.