



**SHASTA-TEHAMA-TRINITY JOINT COMMUNITY COLLEGE DISTRICT
POSITION DESCRIPTION**

POSITION TITLE:	Director of Marketing and Outreach		
JOB CLASSIFICATION:	<input type="checkbox"/> Administrator - Educational	<input type="checkbox"/> Confidential	
	<input checked="" type="checkbox"/> Administrator - Classified	<input type="checkbox"/> Classified	
	<input type="checkbox"/> Faculty		
RANGE:	30		
HOURS PER DAY:	8		
HOURS PER WEEK:	40		
MONTHS PER YEAR:	12		
REPORTS TO:	Vice President of Student Services or designee		

DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES

Under the direction of the Vice President of Student Services or designee, direct the marketing, communications, advertising, and outreach functions of the college. Act as the college's primary contact to the media; respond to media inquiries and conduct personal media tours. Develop and implement advertising objectives and strategies including copy, art and mechanical elements within designated annual budget. Assist with implementation of District plans including the Student Equity Plan. Work with students, staff, and administrators to research, develop, implement and evaluate annual outreach and recruitment campaigns including the international student market. Convey through college publications, its website, and its social media venues various creative and original communication strategies that enhance the positive image of the college to major external and internal communities. Provide oversight for the college's written and electronic media to ensure consistency in its branding efforts. Coordinate and participate in writing, editing, distributing, and archiving media communications. Employees in this job class function at a supervisory level, which requires strong organizational, problem solving, and decision-making skills. This job class is overtime exempt and not eligible for longevity benefits.

TYPICAL DUTIES

- Proposes, develops, and implements a marketing plan for the college which enhances enrollment and connects marketing to program development, enrollment management, student recruitment and outreach efforts, and resource development.
- Attends college meetings of potential newsworthiness; writes and releases news and feature stories relative to subject of these meetings and other college news.
- Facilitates direct coverage of news by non-college reporters and photographers.
- Corresponds with the news media to disseminate or clarify college public information.
- Manages public image of the District through regular media placement of stories about the college, including press conferences and Board actions.

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- Promotes, coordinates, and implements program-specific marketing campaigns for vocational, academic, and student services programs, athletics, fine arts, as well as special events and other activities as assigned.
- Coordinates information gathering from the divisions, departments, offices, and individuals of the college for use in preparation of a variety of marketing and public relations platforms. Coordinates with instructional areas to prioritize marketing efforts relating to courses and programs.
- Supervises and participates in compiling and maintaining the college media archives.
- Serves as the District principal contact for media representatives.
- Reviews district publications for clarity of format and content and conformity to District's printing/graphic standards.
- Coordinates and supervises the development and maintenance of the Shasta College web site and college publications, including informational brochures, reports, direct mail, promotion (e.g., film, video, and paid advertising).
- Coordinates the writing and distribution of an on-campus communications bulletin (on a regularly scheduled basis).
- Provides leadership, goal setting, and planning for the District's external relations function.
- Facilitates District involvement in regional and statewide public relations organizations.
- Develops and administers the department budget.
- Serves on District standing committees as assigned.
- Provides appropriate supervision of staff assigned to office.
- Establishes collaborative working relationships with various department managers, faculty, staff, and with community members and organizations; represent the College at various functions.
- Performs related duties similar to the above in scope and function as required.

EMPLOYMENT STANDARDS*Knowledge of:*

- principles and techniques of marketing, media relations, public relations, and advertising communications
- principles of leadership, management, and supervision
- budget preparation and analysis
- principles of public speaking and speech writing

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- computer programs necessary for record keeping and databases, and media software programs
- excellent command of English composition, grammar, spelling, and editing
- assessment of demographic trends and adaptation of information and strategies to ensure successful, culturally appropriate outreach

Ability to:

- develop professional marketing plans
- write and make oral presentations including news releases
- handle difficult and sensitive issues and problems; resolve conflicts
- interact effectively with the public and at all levels of college employees and management
- use modern office equipment, including proficiency in computers and software applications
- work independently, exercising sound independent judgment, setting priorities, and meeting critical deadlines

QUALIFICATIONS*Education and Experience Required:*

- Combination of training, education, and experience equivalent to a Bachelor's degree, preferably in Marketing, Journalism, Communications, Public Information, Media Relations, English, or other related field.
- Four years of progressively responsible experience in public relations, marketing, and promotion, such as writing for publications, newspapers, magazines, radio, television, and/or other news media.
- Experience working in an educational setting.
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of staff and students, as well as staff and students with physical and/or learning disabilities.

License Requirements:

- A valid California Motor Vehicle Operator's License, to be maintained throughout employment. Maintain a satisfactory driving record.

Special Requirements

- Availability and flexibility for evening and weekend work.

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APPROVALS

Date Created/Revised: 09-14-06 / 11-19-14

Cabinet Reviewed: 11-18-14

Board Approved: 10-06 / 12-10-14

The District shall provide equal employment opportunities to all applicants and employees regardless of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or status as a Vietnam-era veteran. (AP 3410 – Nondiscrimination)