

TITLE	CLASSIFICATION	SALARY GRADE
COORDINATOR, MARKETING & SOCIAL MEDIA	CLASSIFIED	GRADE: O
Board Approved: April 8, 2014		

JOB DESCRIPTION:

Under direction of the Director of Communication & Marketing, and the Executive Director of the Santa Rosa Junior College Foundation, assists in promoting District programs using current social media, traditional media and marketing techniques.

SCOPE:

The Coordinator, Marketing and Social Media provides strategy, analysis and implementation in order to assist the Director of Communication and Marketing (Public Relations) and Executive Director (SRJC Foundation) in support of the promotional goals of the District.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Analyzes, develops and delivers current social marketing deployment, social strategy development and integration plans to improve communication and increase community engagement and support.
2. Implements and maintains SRJC District's social media content, such as Facebook and other social media.
3. Identifies social media opportunities to maximize enrollment, donations, public support and visibility of SRJC.
4. Takes photos for posting in social media for SRJC and SRJC Foundation.
5. Advises Public Relations and Foundation staff on the most up-to-date social and traditional media trends.
6. Provides in-depth analysis of reports to enable data-driven decisions in marketing and social media strategies.
7. Creates fact sheets, press releases and other marketing and public relations pieces in order to promote SRJC programs, activities and donations.
8. Creates and produces Annual Donor Report and other SRJC Foundation marketing collateral.
9. Creates and edits content for Foundation e-newsletter and Insider e-newsletter.
10. Edits SRJC Foundation web site.
11. Provides accurate and timely information for students, faculty, staff, donors, alumni and community members, to gain support for SRJC and its public initiatives.
12. Builds community, connections and engagement with the current and potential SRJC audience in Sonoma County and beyond, including in statewide community college organizations.
13. Researches and develops newsworthy storylines that spotlight SRJC's successful programs, faculty and staff recognition and achievement, community involvement, scholarships and donors.
14. Interviews students, faculty, staff and donors for story development; identifies program needs and ideas that may further develop marketing products that increase visibility of SRJC and its programs.

KEY DUTIES AND RESPONSIBILITIES – Continued

15. Works with Public Relations staff to enhance interaction between SRJC website and social media.
16. Assists in the development of promotional materials, such as brochures, posters, fliers and presentations.
17. Trains and directs the work of student employees, interns and volunteers.

EMPLOYMENT STANDARDS

ABILITY TO:

Analyze social media and marketing trends; develop sophisticated social media and marketing programs; work under pressure in a fast-paced professional environment to meet deadlines; establish priorities and take initiative with minimal supervision; coordinate multiple projects simultaneously; communicate effectively in English; take photographs for use in social media; perform basic web editing; train and direct the work of others; maintain cooperative working relationships as a member of a team; and demonstrate sensitivity to, and respect for, a diverse population.

KNOWLEDGE OF:

Best practices and trends in social and traditional media and marketing; principles of public communications; correct English usage, spelling, punctuation and vocabulary; standard computer software including Microsoft Office suite, social media platforms such as Facebook, Twitter, YouTube and HootSuite; basic web editing techniques.

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

Associate's degree with coursework in public relations, journalism, fundraising or related fields.

Preferred Education:

Bachelor's degree in public relations, journalism, fundraising or related field.

Experience:

Progressively responsible experience in social media, social marketing, marketing, communications or public relations.