



**TITLE: Director, Marketing & Communications, SRJC Foundation**

**CLASSIFICATION: Management Team – SRJC Foundation**

**SALARY RANGE: 22**

**SCOPE OF POSITION:**

Under the direction of the Executive Director of the Santa Rosa Junior College Foundation, the Director, Marketing and Communications will plan, organize and direct a multiple-faceted marketing and communications program to fulfill the mission of the SRJC Foundation to raise and steward funds in support of College programs and students. The Director will strategically and creatively advance the SRJC Foundation's visibility, reputation, and relevance within the community. The Director will also expand the Foundation's reach to deepen engagement and inspire public support. The Director will be responsible for achieving goals that align with the SRJC Foundation's fund development goal.

Within the SRJC District, the Director will provide leadership and technical expertise to senior leaders, department chairs and program directors in support of their fundraising priorities. The Director will develop, integrate, and implement a broad range of communications, public relations, media, and community engagement tools and practices to ensure successful fundraising outcomes.

**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. Organize & direct a comprehensive marketing and communications program designed to increase awareness and support of the SRJC Foundation and Santa Rosa Junior College among target audiences including, but not limited to: donors; alumni; corporate/business partners; students; media; elected officials; and civic and community leaders.
2. Direct and execute the design and production of marketing and communication tools including website, social media (Facebook, Twitter, Instagram, LinkedIn, and YouTube), monthly e-newsletter, videos, annual reports, direct mail and electronic solicitations, direct emails/mailers, brochures and other fundraising materials. Ensure design and content adheres to brand and District standards. Review to measure effectiveness on a regular basis using tools including content management software and online analytics tools.
3. Serves as the primary writer, editor, web-based communicator, and production manager for all SRJC Foundation print and electronic publications. Works collaboratively with SRJC colleagues District-wide to ensure all fundraising marketing and communications projects contain accurate, up-to-date content and are consistent with SRJC Foundation marketing and communications efforts.
4. Develops annual marketing/communication plans to promote fundraising for key audiences. Develops and maintains monthly/annual editorial calendar. Design and produce advertisements for digital and print publications. Recommend and coordinate digital print advertising buys.
5. Ensures effective management and utilization of internal and external partners/vendors involved in media relations, publication design and reproduction, website development, photography and video production. Oversees and manages in-house and/or contract staff writers, designers, photographers, and producers to implement plan.
6. Directs marketing strategies and develops collateral to promote the Foundation's Planned Giving Program to a broad constituent base within the community and the District.

**KEY DUTIES AND RESPONSIBILITIES – Continued**

7. Develops customized marketing and communication fundraising plans, strategies and collateral for SRJC departments and programs district-wide to deliver a case for support to potential funders. Areas of focus will be determined by SRJC Foundation in collaboration with the Superintendent/President and department/program leadership.
8. Responsible for management of marketing/communications component of the annual Foundation operating budget. Ensures that projects are tracked on a quarterly basis and do not exceed available approved funding. Negotiates fee/rate structure to ensure quality product/service within budget.
9. Ensures that marketing efforts are effective in a changing and competitive environment. Leads marketing research efforts; works with staff to design survey instruments; follows trends in order to influence target audiences.
10. Creates content and presentation information for donor and community-focused events such as the President's Address to the Community, service club visits, and meetings with corporations/businesses.
11. Develops annual outreach and direct mail solicitation strategies and oversees implementation to increase financial support of the College and its students. Produces the SRJC Alumni Association's monthly electronic newsletter and promotes markets the SRJC Alumni Association.
12. Provides oversight and management of several SRJC Foundation classified employees. The Director will assign and monitor tasks and responsibilities to ensure that projects are completed accurately and on deadline. Director will conduct performance evaluations and provide opportunities for professional development.
13. Develops benchmark criteria to track and assess the efficiency and effectiveness of the Foundation's marketing effort, including marketing for new initiatives.
14. Identify, hire and supervise external contractors—designers, photographers, videographers, writers, and other professionals—as needed for projects. Negotiate and monitor service contracts.
15. Collaborate with the SRJC public relations department to cross-promote the District, its donors, and alumni.
16. Secure placement of fund development feature news articles; op-ed pieces; Public Service Announcements (PSAs); and other digital, broadcast and radio coverage opportunities for the Foundation.

**KNOWLEDGE OF:**

1. Marketing, communications, public and media relations, and fund development strategies and methods in an institution of higher learning.
2. Raiser's Edge Fundraising Database (or similar software), data segmenting and analysis.
3. Social media platforms, content placement and monitoring.
4. Federal and State statutes for donations and nonprofit status.
5. Budget preparation and control, contracts and service agreements.
6. Principles and practices of management, supervision and training.
7. Word-processing, spreadsheet, and presentation software programs.
8. Interpersonal skills using tact, patience and courtesy.
9. Oral and written communication skills.

**ABILITY TO:**

1. Excellent creative writing, editing and production design skills.
2. Strong public presentation and speaking skills.
3. Work with a team to achieve optimal levels of performance and accomplishment.
4. Project management skills with ability to meet deadlines and manage multiple tasks.
5. Collaborate with a diverse set of stakeholders to achieve organizational goals.
6. Demonstrate a professional demeanor, excellent communication skills, collaboration, intellectual curiosity and ability to work successfully with diverse populations.
7. Work independently with little direction.
8. Interpret, apply and explain rules, regulations, policies and procedures.
9. Plan and organize work and meet schedules and deadlines.
10. Exercise sound judgment.

**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:*

Bachelor's Degree in Journalism, Business or Mass Communications, Marketing, or related field required. Master's degree in a related area preferred.

*Experience:*

Significant (5 years full-time equivalent) experience in marketing, communications, and public relations, including the development of fundraising collateral, with a proven track record of success in developing and implementing integrated, cross-platform campaigns. Experience working in educational environment preferred.