



TITLE: Marketing Assistant

CLASSIFICATION: Classified

SALARY GRADE: I

JOB DESCRIPTION:

Under general supervision, assists in developing and implementing the District's marketing activities including advertising, publication and digital asset production, and promotion of special events; Assists in maintaining a consistent image and achieving marketing objectives for the District.

SCOPE:

The Marketing Assistant provides support for the promotional activities 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. Provides support for activities and events to promote enrollment, student retention and completion.
2. Schedules photo shoots and assists in editing photos and videos; researches and provides digital photography for advertising, social media, web pages and print materials; maintains the District's electronic photo archives; assists in implementation of digital asset management system.
3. Assists with social and other marketing techniques for national and international students.
4. Maintains messaging for digital billboard(s).
5. Collaborates with faculty and staff to implement marketing projects.
6. Proofs print, web, social media and broadcast copy for grammatical and typographical errors.
7. Advises staff and faculty in identity, brand, and design standards as established by the District.
8. Assists with graphic design activities, including layout, production, illustration, or prepress file preparation.
9. Monitors production projects to ensure proper and timely completion; works with outside vendors to meet production deadlines.
10. Performs budgeting and accounting functions and maintains files and records in relation to marketing projects.
11. Facilitates the production and distribution for District publications.
12. Purchases supplies and maintains inventory; coordinates use of display materials with District departments for job fairs, outreach activities, etc.

ABILITY TO:

Interpret/translate client ideas to produce communication materials for both national and international students; coordinate and organize projects and production processes; provide effective customer service; communicate effectively in English; follow and give oral and written directions; maintain cooperative working relationships; demonstrate sensitivity to, and respect for, a diverse population.

KNOWLEDGE OF:

Principles and techniques of writing, digital art, graphic design, photography and/or videography; current office equipment, standard office productivity software and specialized software such as Adobe Creative Suite/Creative Cloud, and web site maintenance programs; event planning.

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:

Graduation from high school with some coursework in communications, graphic design, digital media or related field.

Preferred:

Associate's degree in communications, graphic design, digital media and/or related field.

EXPERIENCE:

Some (one to two years of full-time equivalent) experience in communications and/or graphic design. Previous experience working in a fast paced office environment preferred.

SPECIAL REQUIREMENTS:

Must be able to perform physical activities such as, but not limited to, lifting heavy equipment (up to 50lbs. unassisted), bending, standing, climbing, crawling or walking.