

TITLE: Coordinator, Marketing & Communications**CLASSIFICATION: Classified****SALARY GRADE: C12****SCOPE OF POSITION:**

Under general direction, develops, coordinates and implements the District's marketing and communications activities including, advertising, press release production and distribution, events promotion, photo coordination, and website development. Provides administrative support and budget oversight for the Office of Marketing and Communications.

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. Collaborates in the development of strategies to increase student recruitment and community visibility through advertising, marketing, and media relations.
2. Verifies deliverables, develops schedules, negotiates costs, and coordinates the production of copy and artwork.
3. Ensures digital advertising and social media efforts are integrated with the District communications campaign. Recommends and implements media buys, oversees collateral production; prepares requisitions, processes invoices and prepares analytical reports pertaining to campaign effectiveness.
4. Maintains department systems, procedures, and tasks. Compiles press releases, uploads to the website, and distributes to media contacts.
5. Develops, modifies, and maintains department web pages, and District web pages, in collaboration with Information Technology. Advises and coordinates with appropriate groups/departments to implement new and/or updated existing web pages to meet District standards.
6. Collaborates with other departments to develop, produce, and promote marketing materials.
7. Monitors the department budget, grant budgets, and campaign budgets. Prepares reports of categorical expenditures. Establishes and maintains budgets for individual projects as well as overall department budget.
8. Oversees, processes and curates District's electronic photo archives. Searches for photos or assists others in locating photos.
9. Coordinates and collaborates on the promotion of District events through press releases, print collateral, digital material and advertising, photography, and website landing pages.
10. Assists with the development, production, maintenance, and access to District graphic standards and logos.
11. May supervise student employees and direct the work of short-term, non-continuing (STNC) employees.

KNOWLEDGE OF:

1. Principles and techniques of public communications, information, and public relations.
2. Communication and marketing technology trends.

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KNOWLEDGE OF – Continued

3. Budget and revenue control.
4. Proper English usage, spelling, punctuation, and vocabulary.
5. Basic web accessibility tools and document remediation.
6. Relevant local, state, and federal rules and regulations, policies and procedures.
7. Applicable technology usage, including standard office productivity software and other appropriate technology.

ABILITY TO:

1. Incorporate communication and marketing trends into District campaigns.
2. Understand production processes for print, broadcast, and other promotional materials.
3. Apply accounting principles for budget maintenance.
4. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.
5. Communicate effectively, both orally and in writing.
6. Exercise appropriate judgement in interactions with others and with work processes.
7. Interact with the public in a helpful, courteous, and professional manner.
8. Demonstrate sensitivity to, and respect for, a diverse population.

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 the supervising administrators, in coordination with the department where the vacancy exists, if needed.)

EDUCATION:

Bachelor's degree in communication studies, marketing, journalism, or a closely related field of study required.

EXPERIENCE:

3+ years of experience in marketing, communications, public relations, or a closely related area required.

OTHER REQUIREMENTS:

This classification requires the use of a personal or District vehicle while conducting District business. Must possess a valid (Class C) California driver's license and an acceptable driving record.

SANTA ROSA JUNIOR COLLEGE COMMITMENT:

All classifications require a commitment to the District's Vision, Mission, Values, Goals and Objectives as articulated in the [Strategic Plan](#).