

BUTTE-GLENN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: DIRECTOR, MARKETING AND ADVERTISING

L173.100

BASIC FUNCTION: Under the direction and supervision of an administrator, supervises a wide variety of daily functions associated with the planning and coordinating of the District Marketing and Advertising Department, including but not limited to print and broadcast advertising, digital advertising, publication design and layout, special events coordination, maintaining web pages and portal sites, and performing other tasks requiring advanced skills in utilizing complex features of desktop publishing, word processing, and spreadsheet and database management software. Serves as the point of contact for all District marketing and advertising needs.

REPRESENTATIVE DUTIES: *(The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent of any particular position. The essential duties of the position are indicated with an asterisk *)*

- *1. Supervises, organizes, and coordinates the day-to-day operations and activities of the Marketing and Advertising Department. Meets multiple deadlines and production schedules for Marketing and Advertising activities, ensuring the timely completion of assignments in accordance with established priorities, procedures, and standards.
- *2. Oversees staff in the preparation of office correspondence, materials, reports, forms, brochures, spreadsheets, charts, graphs, tables, presentations, handbooks, manuals, PowerPoint presentations and other departmental documents.
- *3. Oversees, develops, collaborates and/or creates successful social media campaigns on behalf of the District, including regular posting to Facebook, Twitter, Instagram, YouTube, and other social media outlets. Develops messaging, publications, and use of media to ensure consistency of branding and messaging.
- *4. Works closely with the District's advertising agency on advertising campaigns, managing multiple deadlines and ensures timely completion.
- *5. Provides guidance to staff assigned to the arrangement and layout of production-ready materials for advertisements, publications, newsletters, promotional items, and/or assigned websites and portals using camera equipment, scanners, and graphic image-editing computer software. Monitors all materials for print or electronic publication, ensuring information is authorized and meets policy and project specifications.
- *6. Utilizes computers to perform advanced-level document and image production, including the complex formatting of documents and design layout for publications.
- *7. Collaborates with the District Webmaster to ensure proper placement of website and web portal materials, including importing and exporting of files and hyperlink maintenance. Works closely with the Webmaster to update the District website as needed.
- *8. Collaborates with the Public Relations Officer in the writing and production of the annual report to the Community.
- *9. Coordinates publication and social media submissions with other District departments. Reviews submissions for content and aesthetics to ensure the promotion of a positive image for both the assigned department and the District. Presents design options and solutions for visual materials. Defines, evaluates, and proposes timelines for projects.
- *10. Facilitates communications with and acts as liaison between assigned administrator/supervisor and staff, administrators, students, media representatives, educational offices and/or institutions, and the general public and relays information to assigned administrator/supervisor.
- *11. Independently provides explanations, interpretations, and applications of District policies and procedures and the established rules, regulations, and restrictions pertaining to publication standards.
- *12. Oversees clerical and technical support for the Marketing and Advertising Department, providing information, assistance, and guidance in person or by telephone, written correspondence and/or electronic technology to

faculty, staff, media representatives, governmental officials, District committees and constituency groups, and the general public, doing so in a pleasant and helpful manner.

- *13. Researches and responds to external and internal marketing inquiries (e.g., general questions, issues and concerns, opportunities etc.), providing information, assistance and/or direction as requested.
- *14. Prepares and disseminates strategic marketing plans (e.g., protocols for campus marketing, budget, image library, District Communications Plan, etc.) for the purpose of ensuring documents are available for reference and appropriate individuals and/or groups are informed.
- *15. Oversees the coordination of marketing activities and the implementation of special events, overseeing all aspects and logistics (e.g., calendaring, facilities, supplies, staffing, catering, etc.), and supporting District-sponsored functions in an efficient and timely manner.
- *16. Participates in the planning of District-wide and departmental projects, including oversight of vendor contracts for related services. Attends District special events, overseeing digital and film photography of events for publication.
- *17. Oversees the planning and utilization of departmental budgets.
- *18. Coordinates a variety of activities (e.g., program design, publications, event planning, meetings, etc.) for the purpose of delivering marketing communications both in person and in writing to targeted audiences on behalf of internal and external stakeholders.
- *19. Plan, organize, and manage the operations and activities of Marketing and Advertising Department which includes the participation and selection of hiring processes, supervision, training, evaluation, acting on employee problems and recommending employee discipline and discharge as appropriate, directing work and development of assigned staff.
- *20. Participates in meetings, workshops, trainings, and seminars for the purpose of conveying and/or gathering information required to perform functions and to educate staff.
- *21. Facilitates meetings with broad audiences (e.g., event planners, media personnel, contractors, vendors, consultants, community agencies, volunteers, etc.) for the purpose of identifying appropriate actions and developing recommendations aligned with the District's vision and mission.
- 22. Maintains working knowledge of specialized terminology utilized in the Marketing field.
- 23. May serve on a variety of District committees as requested.
- 24. May perform other duties as assigned.

MINIMUM QUALIFICATIONS:**EDUCATION AND EXPERIENCE:**

- Bachelor's Degree in marketing, graphic design, public relations, journalism, office information systems, communications, or a related field **AND**
- Five (5) years of work experience in the area of publication design/production or marketing/advertising including one (1) year of supervisory experience

CERTIFICATES, LICENSES, REGISTRATION AND OTHER REQUIREMENTS:

- A valid California driver's license must be maintained throughout duration of employment with the District.

DESIRED QUALIFICATIONS:

- Master's degree in marketing, graphic design, public relations, journalism, office information systems, communications, or a related field
- Technical expertise in PowerPoint, Outlook, Microsoft Excel, Publisher, Adobe Cloud Creative, InDesign, Photoshop, Acrobat, Bridge, PageMaker and/or other related desktop publishing software
- Experience working in Marketing or similar at an educational institution.
- Experience in graphic arts and layout techniques.

KNOWLEDGE, SKILLS, AND ABILITIES: (May be acquired through education, training, and/or experience.)

Knowledge and ability to apply District policies, rules, and procedures.

Knowledge of: District policies and procedures; modern office equipment, methods and procedures including filing and computer systems; letter and report writing techniques; receptionist and telephone techniques; elements of proper grammar usage, spelling, punctuation and vocabulary; terminology used in the Marketing and Advertising fields; principles and practices of event and risk management; trends in publication design, graphics and typography; marketing and advertising principles, procedures and techniques; microcomputer operation, including software applications/packages for word processing, spreadsheets, database management, and desktop publishing; public communications, information, and relations; principles and techniques of typesetting, printing, and digital and film photography; proper practices, procedures, and techniques required for various graphic effects; various computer software applications and website development programs; interpersonal skills using tact, patience, and courtesy.

Ability to: Operate general office equipment and perform responsible secretarial and clerical work of moderate difficulty with speed and accuracy; coordinate ad campaigns with marketing partners; maintain accurate records; maintain departmental budgets, including audit trails; create and set up departmental filing systems and file accurately; plan and organize group functions and meetings; learn, interpret and apply state laws and regulations related to program policies and procedures; greet the public, students, staff and faculty respectfully and respond intelligently; implement acceptable planning and organizational skills; collaborate with others to develop services; utilize proper grammar usage, spelling, punctuation and vocabulary; operate computers and related equipment including various software packages/applications for word processing, spreadsheets, database management, desktop publishing, publication layout and design and Internet navigation; utilize keyboarding skills commensurate with the required functions for this position; keep records and prepare reports and spreadsheets; work independently with an emphasis on detail management; use independent judgement; organize workload and establish priorities; complete work assignments according to established deadlines; maintain and follow schedules, calendars, and timelines; use problem solving skills; understand and follow verbal and written directions; establish and maintain cooperative relationships with those contacted in the course of work; make necessary mathematical calculations rapidly and accurately; demonstrate sensitivity to and respect for diverse populations.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:

Provides leadership and direct supervision to management supervisory, classified and student employees

PHYSICAL EFFORT:

Normal office environment plus some light to moderate lifting (5 to 25 lbs.) required for transportation of advertising materials and event set up and tear down.

CONTACTS:

All classifications of faculty, staff and administration at Butte College; management, students and the general public.

WORKING CONDITIONS:

Normal office environment, subject to extensive student, faculty, staff, and general public contact. May be required to work a schedule involving evenings and weekends. Performs related duties as assigned.

NOTE: THIS CLASS IS EXEMPT UNDER FLSA PROVISIONS

Butte-Glenn Community College District is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, Butte-Glenn Community College District will provide reasonable accommodation to qualified individuals. Butte-Glenn Community College District encourages both incumbents and individuals who have been offered employment to discuss potential accommodations with the employer.