

BUTTE-GLENN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: PROGRAM COORDINATOR – MARKETING

L218.100

BASIC FUNCTION: Under the direction of an administrator, plans, coordinates and administers marketing and advertising functions. Responsible for coordinating marketing campaigns, researching market trends, and compiling reports; assists in the creation of paid and organic marketing campaign content such as graphics and social media posts, and assists in executing marketing events for Butte College. Establishes and reviews internal policies and procedures as they pertain to the marketing department, including securing contracts, subcontractor work and budgetary procedures. May serve as the initial point of contact for marketing needs and provides excellent customer service. Works closely with all departments, assisting and consulting on their marketing needs and efforts, including researching vendors, assistance with website issues, and advising on department-specific marketing efforts. Anticipates the marketing needs of Butte College by collaborating with the campus community and meeting with students, faculty, and staff. Communicates market research and campaign results.

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(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related or a logical assignment to this class. The essential duties of the class are indicated with an asterisk.)*

1. Conducts research to analyze the competitive landscape, market trends, and customer behavior, and prepares reports by collecting, summarizing and analyzing data.*
2. Supports the Vice President for Student Services (or designee) in establishing and evaluating a marketing strategy and plan by analyzing and assembling forecasts, updating calendars, and organizing and planning promotional presentations.*
3. Communicates campaign deliverables, objectives and timelines to their team, while providing instructions for promotion or use. Examples include success or performance metrics such as number of hits, hits that yielded applications, applications that can be traced to specific campaigns, open rates, etc.*
4. May plan and/or manage conferences, events and meetings by identifying, coordinating and assembling requirements, developing assignments and schedules, coordinating mailing lists and establishing contacts.*
5. Maintains an inventory and directory of support materials, ensuring all resources are accurate and current while coordinating and developing new material creation as needed.*
6. Continually seeks and researches new sources of prospective students while providing recommendations to college leadership.*
7. Organizes, coordinates, oversees, implements, integrates and evaluates events, activities and services related to the marketing needs of Butte College.*
8. Works closely with the District's advertising agency on paid advertising campaigns.*
9. Participates in the development of goals and objectives for the department; collects and analyzes data related to the various marketing programs and services including, but not limited to, recruitment and orientation; generates reports to identify areas for potential improvement and/or changes.*
10. Attends special events to capture/record and have available digital and film photography for publications; creates and maintains an accurate and current library of related digital and film photography, fonts and artwork used in official publications/promotions.*
11. Develops partnerships and builds relationships with campus constituents, regularly staying informed across campus, advancing marketing efforts campus-wide through regular communication and involvement.*
12. Develops and effectively grows and oversees successful organic social media campaigns on Facebook, Twitter, Instagram, and other social media outlets highlighting Butte College's academic and student services programs and services. *
13. Coordinates the development, oversight and monitoring of the creation and distribution of promotional materials and communications related to marketing, including, but not limited to, informational brochures, flyers and applicable areas of the Butte College website.*
14. Coordinates, under the direction of the Vice President for Student Services the Marketing Advisory committee.*

15. Maintains fiscal control over assigned budget(s), including monitoring and controlling expenditures; prepares and submits required fiscal and accounting records and reports, prepares purchase orders and consults with Vice President for Student Services (or designee) on the direction of budgetary decisions. *
16. Performs advanced-level document production for a wide variety of materials which include, but not limited to, correspondence, reports, surveys, forms, charts, spreadsheets and databases.*
17. Works closely with the district Webmaster to ensure proper placement of web site and portal materials, including importing and exporting of files and file and hyperlink maintenance. Communicates updates to the home page to keep current and up to date, around enrollment periods.*
18. Works closely with assigned administrator for Student Services to develop and implement marketing strategies and communicates findings with district agencies and contractors.*
19. Works closely with Public Relations and advisory committees to expand marketing efforts.*
20. May serve on a variety of district committees as requested and/or required
21. May perform other related duties as assigned, within the scope of the position.

MINIMUM QUALIFICATIONS:**EDUCATION AND EXPERIENCE:**

- Bachelor's degree or the equivalent* in media/communications, public information/relations, public administration, business administration, marketing, or a related field; **AND**
- Two (2) years of increasingly responsible experience directly related to the responsibilities of this classification.

* Bachelor's Degree education equivalency equals two (2) years of increasingly responsible related work experience for each full year (24-30 units) of college. Work experience must be in an office setting.

CERTIFICATES, LICENSES, REGISTRATION AND OTHER REQUIREMENTS:

- Hold and maintain a valid driver's license throughout the duration of employment with the district.
- Some travel may be required.

DESIRED QUALIFICATIONS:

- Related experience in program development or business management.
- Technical expertise in PowerPoint, Outlook, Microsoft Excel, Publisher, Adobe Cloud Creative Suite, Adobe Acrobat, Bridge, PageMaker and/or other related desktop publishing software.
- Experience working in the California Community College system within the area of marketing.
- Experience in graphic arts, design principles and layout techniques.
- Sensitivity to and an understanding of the diverse academic, socioeconomic and ethnic backgrounds of staff, students and the public.

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

Knowledge of: District policies and procedures; federal, state and local laws, rules and regulations pertaining to the responsibilities of the position; supervisory and managerial concepts and principles; available student services and programs; student services development theories and methods of implementation; modern office practices, management and technology, including computers and a variety of software programs; preparation and administration of budgets; organizational development and administration; principles and objectives related to public education operations, programs and services; statistics and research methodologies; data collection, analysis and reporting; principles and practices of event and risk management; trends in publication design, graphics and typography; marketing and advertising principles, procedures and techniques; the use of social media; 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; working with data on websites; diverse staff and students at community colleges; methods and techniques to successfully provide services to students; and staff and program management.

Ability to: Follow and implement district policies and procedures; ensure compliance with all laws, regulations and policies and

procedures through effective program supervision; motivate and provide effective supervision; plan and coordinate the most effective use of resources to achieve program goals; conduct effective trainings, workshops, presentations and conferences; read and write at a level appropriate for this position; effectively and fluently utilize computers and a variety of hardware and software programs to perform advanced-level document production including the complex formatting of documents, creating charts, establishing and maintaining databases and spreadsheets; develop and maintain effective record keeping systems; analyze data, research problems and prepare clear, concise reports and recommendations; make sound, educated decisions; work independently and within a team; plan, organize and direct the work of others; establish and maintain cooperative working relationships with those contacted in the course of work; work effectively with diverse populations; exercise tact and diplomacy in dealing with sensitive and complex issues and situations; make required mathematical calculations accurately; maintain records accurately and with a high level of confidentiality; remain calm and cooperative in confrontational situations; make necessary mathematical calculations rapidly and accurately; utilize proper grammar usage, spelling, punctuation and vocabulary; perform duties in a timely manner despite interruptions; utilize keyboarding skills commensurate with the required functions for this position; and compile, organize and use various financial information necessary in the preparation of budgets.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:

No assigned permanent staff to supervise.

May train and provide work direction to short-term and student employees.

PHYSICAL EFFORT:

Normal office environment associated with student and community contact. Some light to moderate lifting (5 to 25 lbs.) required for transportation of advertising materials, event setup and tear-down.

CONTACTS:

Faculty, staff, administrators, students and the general public.

WORKING CONDITIONS:

Normal office environment.

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.