

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

MARKETING AND COMMUNICATIONS ASSOCIATE

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under direction of the Director of Public Relations, Marketing, and Government Relations, perform a variety of para-professional, technical, and specialized administrative duties in support of the District's public relations, marketing, and government relations functions; participate in the development, implementation, and maintenance of the District's integrated marketing communications plan; participate in the creation, posting, and delivery of marketing messages; provide campaign reporting and database management.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional duties not listed, but within classification.

1. Provide support to and work closely with the Director of Public Relations, Marketing, and Government Relations to create, implement, and maintain the District's marketing communication strategy and plan.
2. Participate in the development and coordination of marketing communications campaigns; participate in the development of themes and content; project cost estimates and timelines.
3. Coordinate with outside vendors and consultants to implement and execute the marketing communications plan.
4. Coordinate photography and video production for marketing communication campaigns; coordinate interviews and testimonials for advertising copy and other promotional purposes; write and edit promotional copy, scripts, and storyboards.
5. Coordinate the District's customer acquisition strategy as outlined in the District's annual marketing plan; oversee the implementation of the customer acquisition strategy utilizing customer relationship management database software.
6. Assist with market research as necessary; participate in the management of market research consultants.
7. Assist with media relations; coordinate media interviews with executive and management staff; coordinate onsite visits; assist in writing, editing, and distributing press releases and publications for the District and colleges; maintain media lists, media contacts, and mailing lists.
8. Provide executive communications support including with various presentations.
9. Coordinate and participate in the development of internal and external communication materials including collateral promotional materials to support marketing communications campaigns.
10. Prepare communication materials for District events and meetings including annual reports, marketing reports, convocation presentation, promotional materials, and presentations.

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11. Participate in budget preparation and administration for the annual marketing plan; prepare cost estimates for budget recommendations; submit justifications for budget items; monitor and control expenditures.
12. Track and report on news clips via media tracking software.
13. Develop and distribute internal and external email communications utilizing email marketing software.
14. Work with District Information Technology Services (ITS) to coordinate District website updates, postings, and related activities; coordinate with external and internal stakeholders for website redesign projects.
15. Perform a wide variety of administrative and support duties for the office; greet office visitors, answering inquiries, and provide requested information; perform research that includes locating legal documents, Governing Board rules, policies, and information, as well as related information; maintain a variety of electronic and hard copy records and files.
16. Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students.
17. Perform related duties as required.

MINIMUM QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

1. Operational characteristics, services, and activities of public relations, marketing, and government relations functions, programs, and operations.
2. Principles, practices, and techniques of public relations, media, and communications.
3. Photography, videography, and multimedia production.
4. Principles of social media marketing.
5. Marketing analysis process and campaign development.
6. Website analytics, measurement, and online customer behavior measurement tools.
7. Current trends of marketing and communications.
8. Project management principles and practices.
9. Principles and practices used to establish and maintain files and information retrieval systems.
10. Interpersonal skills using tact, patience, and courtesy.
11. English usage, grammar, spelling, punctuation, and vocabulary.
12. Oral and written communication skills as well as presentation skills.
13. Office procedures, methods, and equipment including computers and applicable software applications used in public relations and marketing activities.

Ability to:

1. Perform para-professional, technical, and specialized administrative duties in support of the District's public relations, marketing, and government relations functions.
2. Understand the organization and operation of the assigned functions and programs as necessary to assume assigned responsibilities.
3. Understand, interpret, and apply administrative and office policies and procedures as well as pertinent laws, regulations, and ordinances.

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4. Manage multiple projects simultaneously; plan and organize work to meet schedules and changing deadlines.
5. Work cooperatively with other departments, divisions and outside agencies.
6. Conduct market research and data analysis; research, compile, analyze, and interpret diverse data.
7. Work confidentially with discretion and handle confidential matters judiciously.
8. Use sound judgment in recognizing scope of authority.
9. Exercise diplomacy and tact when dealing with sensitive matters.
10. Respond to requests and inquiries from students, staff, or the public; effectively present information in person or on the telephone to students, staff, or the public.
11. Perform detailed and complex administrative tasks with speed and accuracy.
12. Use correct English usage, grammar, spelling, punctuation, and vocabulary.
13. Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.
14. Adapt to changing technologies and learn functionality of software and systems.
15. Work under steady pressure with frequent interruptions and a high degree of public contact by phone or in person.
16. Work with and exhibit sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students and community-at-large.
17. Communicate clearly and concisely, both orally and in writing.
18. Establish and maintain effective working relationships with those contacted in the course of work.

Minimum Education & Experience - *Any combination of the following would provide a typical way to obtain the required knowledge and abilities.*

Education/Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in marketing, media communications, public relations, or a related field.

Experience:

Three years of increasingly responsible marketing and public relations experience.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Established: 8/15/00; Updated: 6/25/12

Adopted by Board of Trustees on 6/21/16

Revised: 07/16/19 - previous title was Public Relations Assistant

Effective: 06/22/2016; 07/01/2019

Job Family: Technical-Paraprofessional