

**Contra Costa Community College District
Classification Specification**

MARKETING AND COMMUNICATIONS COORDINATOR

Class Code	OT Status	EEO Category	Represented Status	Salary Grade	Effective Date	Status	Pages
	Non-Exempt	Paraprofessional	Local 1	66	10/01/07	Classified	1 of 1

DEFINITION: The Marketing and Communications Coordinator coordinates marketing and communication strategies that reflect and achieve District and College goals in fostering enrollment growth.

EXAMPLES OF DUTIES/ESSENTIAL FUNCTIONS: Duties/essential functions may include, but not be limited to, the following:

- Assists in the development and writing of objectives and posture to support the District's position in the areas of marketing, communications and District branding.
- Develops and coordinates marketing advertising campaigns including themes, content; project cost estimates and timelines.
- Develops contents of marketing material and coordinates implementation of database marketing with Web Administrator.
- Develops and distributes internal district wide publications; functions as photographer as required.
- Assists in ensuring the effectiveness of communication both within the District Office and with the external community; recommends new communication strategies as necessary.
- Establishes college advertising partnerships with college marketing officials.
- Assists with statistical analysis of prospective student inquiries and fulfillment data; maintains and disseminates a weekly report.
- Develops written responses to prospective students' general inquiries; determines which inquiries to forward to college officials for follow-up action; maintains college officials' response list.
- Coordinates the development of presentations and handouts using various forms of media for presentation by District officials; coordinates opportunities for District officials to make public presentations.
- Writes and designs sponsorships and resolutions.
- Coordinates marketing campaign archives for reporting purposes.
- Performs related duties as assigned.

MINIMUM QUALIFICATIONS:

Knowledge Of: Marketing analysis processes and campaign development; current trends of marketing and advertising; principles and techniques of public, media and communications.

Ability To: Coordinate marketing and communication efforts; exercise diplomacy and tact when dealing with sensitive matters; gather and compile statistical data; communicate effectively both orally and in written form; establish and maintain effective working relationships with staff, students, and the community;

Education/Training: Equivalent to a Bachelor's degree from an accredited college or university with course work in business, organizational development, public administration, finance or a related field.

Experience: Two years experience providing professional level assistance in the areas of marketing, media communications, or public relations.