



MARKETING AND COMMUNICATIONS COORDINATOR

Class Code	OT Status	EEO Category	Represented Status	Salary Grade	Effective Date	Status	Pages
	Non-Exempt	Clerical/Secretarial	PEU Local 1	66	07/01/2017	Classified	1 of 2

DEFINITION

To coordinate marketing and communication strategies that reflect and achieve the District’s and colleges’ goals of fostering enrollment growth.

SUPERVISION RECEIVED AND EXERCISED

- Receives supervision from a departmental supervisor or manager.
- May receive technical or functional supervision from higher-level departmental personnel.
- May provide training and direction to student assistants.

EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

- Assists in the development and writing of objectives and posture in order to support the District’s position in the areas of marketing, communications and District branding.
- Develops and coordinates marketing advertising campaigns, including themes and content; projects cost estimates and timelines.
- Develops contents of marketing material and coordinates implementation of database marketing.
- Develops and distributes internal Districtwide publications.
- Assists in ensuring the effectiveness of communication both Districtwide and with the external community; recommends new communication strategies as necessary.
- Establishes internal and external college advertising.
- 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.
- Functions as photographer as required.
- 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 relations, media and communications.

Skill/Ability to:



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- 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 writing.
- Standard business and English grammar and spelling.
- Establish and maintain cooperative work relationships with those contacted in the performance of required duties.
- Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, race, ethnicity, gender identity, sexual orientation, age, mental or physical disability, and religious background of all students, faculty and staff, and with all individuals encountered in the performance of required duties.

EXPERIENCE AND TRAINING

- Two (2) years of experience providing professional-level assistance in the areas of marketing, media communications, public relations or related field.

EDUCATION/LICENSE OR CERTIFICATE

- Possession of a Bachelor’s degree from an accredited college or university with course work in marketing, media relations, communications, public relations, or a related field, or the equivalent.

Adopted: 07/01/17