

## **RIO HONDO COMMUNITY COLLEGE DISTRICT**

### **DIRECTOR OF MARKETING AND COMMUNICATIONS**

#### **DEFINITION**

The Director of Marketing and Communications, under the direct supervision of the Superintendent/President provides overall leadership and vision for the College's internal and external communications, marketing and promotional efforts. The Director is responsible for the coordination of all efforts to enhance the College's image, and especially to provide accurate and timely information for internal and external constituent groups and audiences.

#### **SUPERVISION EXERCISED**

Exercises direct supervision over professional, technical and administrative staff support.

#### **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES:**

Develops and implements a college-wide strategic marketing and promotional plan to enhance the community's awareness of programs, services and activities provided by the College. Integrates plans with enrollment management goals.

Coordinates community outreach efforts with appropriate offices to maximize use of resources in promoting the college, recruitment of students and increased community awareness of College programs and services. Research, evaluate and manage interface with specialty vendors.

Serve as college's in-house advertising and public relations agency resource. Provide direction to college creative development team and print production staff in the preparation of marketing collateral materials and for college special events.

Facilitate research into the most effective means of communication with various target markets, including print, broadcast and web media.

May serve as a member of the President's Cabinet, providing professional counsel regarding sensitive and confidential issues which have potential impact upon the college's functional and political stability and/or external reputation.

Serve as a spokesperson for college public information matters, organize College interface with media representatives.

Coordinates an internal communication process to ensure that College personnel and students are aware of activities, events and issues. Promotes College programs and services and encourages collaboration, teamwork and positive working relationships among all faculty and staff.

Works closely with appropriate College personnel regarding public and campus programs as well as cultural events.

Coordinates community/corporate contact practices with appropriate managers to ensure accuracy and decrease duplication.

In concert with the office of the Superintendent/President prepare the scripting of comments/presentations, creation of the President's monthly report and the College's annual report.

Assists the Superintendent/President and the Board of Trustees in responding to and interacting with the news media, elected officials, and the public at large.

Coordinates photo and/or video coverage of College events as appropriate.

Responsible for presenting the College in a professional manner in publications, news releases and promotional materials. Works closely with the media and with appropriate (or media-related) vendors to keep the public informed about current or future College activities and events.

Collaborates with other College representatives as members of local civic and/or community organizations; may also serve as a liaison with professional organizations as appropriate.

Confers in the development and operation of the college web page and electronic marketing.

Organize and execute selected special events, including development of collateral materials.

Collaborates in the development and publication of the College catalog, schedule of classes and other publications which officially publicize College programs and services. Coordinates with the Dean, Library and Instructional

Support or assigned administrator to ensure consistency and accuracy of College catalog and schedule information.

Oversees the design and layout of all official college publications to ensure consistency and professional appearance.

Oversees development of College themes and slogans for all college materials.

Write and edit public relations materials for publication and dissemination through various mediums.

Write speeches, news articles, newsletters and similar materials.

Prepares and oversees the budget for the office of Marketing and Communications.

Promotes creativity and innovation and works continually to utilize all resources in an efficient and effective manner.

Following appropriate policies and procedures, is involved in the recruitment and selection and is responsible for the evaluation and professional development of assigned area personnel.

Maintains all area records in an efficient manner.

### **JOB RELATED AND ESSENTIAL QUALIFICATIONS**

Participates on a variety of campus committees as assigned.

Coordinates all area activities with the appropriate office responsible for the College master calendar of events/activities.

Promotes affirmative action, student and gender equity as part of a College-wide recognition of diversity.

### **Knowledge of:**

Principles and practices of effective public community and media relations.

Principles and practices of management and marketing, including branding and advertising.

Correct English usage, grammar, spelling, punctuation and vocabulary.  
Budget preparation and control.

Principles, practices and ethics of marketing and journalism.

Principles of establishing and maintaining good public and community relations.

Computing programs necessary for record keeping and databases.

College and District policies regarding enrollment, organization, operation and objectives.

Graphic production and the creation of collateral materials.

**Skill to:**

Implementation of modern office practices and procedures and operation of equipment.

Operate a motor vehicle safely.

**Ability to:**

Write clear, concise and effective public information materials including speeches, news articles, newsletters and similar materials.

Development of web page(s) and electronic marketing.

Analyze audience(s) and to promote college interests through oral and written communication.

Exercise leadership to advance the College's mission.

Participate in the process, development, and achievement of the college vision, and communicate those concepts clearly and with enthusiasm.

Facilitate communication and understanding among faculty, staff, students, the community, within the framework of a multi-college district.

**OTHER JOB RELATED DUTIES**

Performs related duties and responsibilities as assigned.

## **Minimum Qualifications**

### **Experience**

Demonstrated experience in public relations, marketing, working with the media, developing news releases, coordinating public and/or community events and creating innovative communication programs.

Demonstrates sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students.

### **Training:**

Bachelor's degree in marketing, journalism, public or governmental relations, advertising, mass communications or the equivalent from an accredited institution. At least five years of demonstrated experience in a related position in the public or private sector in a management position.

### **Desired Qualifications:**

Possession of a Master's degree or advance in marketing, journalism, public or governmental relations, advertising, mass communications from an accredited institution degree equivalent in a related field.

Experience in marketing/public relations at a community college or similar educational institution.

Demonstrated skills and abilities in educational marketing.

Understanding of California community college system and related organizations.

### **License or Certificate:**

Possession of, or ability to obtain, an appropriate, valid driver's license.

### **Special Requirements:**

*Essential duties require the following physical skills and work environment:*

Ability to work in a standard office environment including ability to sit, stand, walk, kneel, crouch, stoop, squat, twist, and lift 20 lbs.; ability to travel to

different sites and locations.

Range: 48

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