

Job Description

JOB TITLE: Director of Marketing and Community Relations

PAY GRADE: CS24

LAST REVISED: July 2019

SUMMARY DESCRIPTION

Sierra College has committed to foundationally re-engineer its programs and services and eliminate equity and achievement gaps using the Guided Pathways framework. Under the direction of the Superintendent/President, the Director of Marketing and Community Relations plans organizes and implements a comprehensive marketing and community relations program to support the District's vision, mission and strategic plan; serves as the District's representative and spokesperson to various news media; serves as the chief spokesperson for the district during emergencies; provides highly complex professional assistance to the Superintendent/President's Office, and other management and District staff in the areas of marketing, public relations and communications; fosters cooperative working relationships with District divisions and departments, public, private, intergovernmental and regulatory agencies and the public; supervises the Marketing Project Manager and Office of Marketing and Community Relations.

Sierra College has a strong commitment to the achievement of equity and inclusion among its faculty, staff and students and values the rich diverse backgrounds that make up the campus community. The Marketing and Communications Director must demonstrate a profound understanding of and experience with successfully supporting individuals with varying backgrounds. This includes persons with disabilities, various gender identities, sexual orientation, individuals from historically underrepresented communities and other groups to ensure the District provides an inclusive educational and employment environment focused on strategies for success and equitable outcomes for all.

REPRESENTATIVE FUNCTIONS

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 or different duties from those set forth below to address business needs and changing business practices.

Community Relations

1. Plans, manages and implements district-wide strategies for strengthening relations with community, business, media, and government stakeholders.
2. Cultivates relations with the news and educational trade media; responds to information requests and interviews in a timely manner; develops editorials in media to promote district initiatives and policy positions; arranges and conducts meetings with editorial boards to secure support of district initiatives.
3. Coordinates and supervises all media relations for the district to ensure accurate and timely coverage of college events and news, utilizing newspapers, radio and television; serves as lead media spokesperson for the district; represents and acts in the President's behalf to the media when appropriate.
4. Prepares position statements and media message points on major district issues and initiatives; coordinates spokespersons for interviews.
5. Writes press releases, articles, announcements, presentations, profiles and stories highlighting students and programs that support district communications strategies.
6. Assists in crisis management, liaises with Sierra College Police Department and other agencies, and serves as the key liaison to the media during campus emergencies.

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7. Provides counsel to the Superintendent/President, Board of Trustees, administrators, faculty, staff and students regarding current and potential public relations, community relations, legislative and communication issues; monitors issues, trends and events in the community, predicts consequences and advises the Superintendent/President on planned courses of action.
8. Organizes the district legislative efforts; develops and maintains an active, cooperative relationship and communication network with federal, state and local elected officials, their staff members and representatives of state organizations; seeks support for district issues and funding from legislators and state organizations; represents the district at appropriate legislative and state organization meetings and hearings.
9. Develops position papers on legislative and related issues affecting the district; develops and implements programs to increase the district's voice in legislative activities and advocacy networks.
10. Serves as district community relations and protocol officer, including representing the district on local, state and national planning committees and boards; represents the district at various functions and activities.
11. In collaboration with other staff members, cultivates relationships with chambers of commerce, regional organizations, legislators, and community stakeholders to promote the District and its interests.
12. Assists in the coordination of external outreach efforts, and forges partnerships with key community-based organizations, community leaders, governmental entities and economic/business interests to maintain a visible and active presence on behalf of the College within its constituent communities.
13. Develops and monitors program budget(s); forecasts additional funds as needed; directs the monitoring of and approves expenditures; recommends necessary adjustments.
14. Develops and implements goals, objectives, policies and priorities for assigned programs.
15. Serves on district and regional committees as assigned.

Marketing

16. Develops and oversees implementation of a comprehensive marketing plan using an equity mind-set to support the District's brand, vision, mission, strategic plan, enrollment and retention goals.
17. Creates equity-minded strategic plans for new marketing initiatives, including budget allocation, message development, creative direction, target audiences, timelines, and/or other related issues.
18. Develops and oversees the district's brand and creative strategy; establishing standards to protect them and oversees their implementation in all district mass communications.
19. Develops advertising campaigns representative of diverse faculty, staff and student demographics to promote and support District outreach and new student enrollment, and to engage and retain currently enrolled students; evaluates and adjusts methodologies to ensure campaign effectiveness.
20. Ensures ongoing marketing and demographics research and analysis in accordance with District strategic enrollment initiatives.

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21. Ensures compliance with District fiscal procedures and policies.
22. Works collaboratively with administrators, faculty and staff, to research, develop and create and implement marketing plans for programs and events.
23. Oversees the District website and social media sites to ensure the accuracy and appropriateness of information and communications in accordance with the vision, mission and strategic goals of the District. Establishes procedures and protocols of all district social media to ensure accuracy and consistency.
24. Oversees content of District publications. Establishes appropriate marketing and communications protocols.
25. Oversees the operations of the Office of Marketing and Community Relations; selects, supervises, trains, and evaluates the Marketing Project Manager; develops and directs the operational budget and expenditures.
26. Performs other related duties as needed.

MINIMUM QUALIFICATIONS

The following describes the education, experience, knowledge, skills and abilities required to enter the job and successfully perform the assigned duties.

Education/Training: A bachelor's degree in marketing, communications, public relations or a related field (Master's degree preferred).

Experience:

Five years of progressively responsible marketing and public relations experience including two years of administrative and supervisory responsibility.

Knowledge of:

- Higher education marketing and community relations trends, issues, strategies and techniques.
- Equity-minded marketing, advertising, promotional and public relations strategies as they relate to higher education, particularly community colleges.
- Research and analysis techniques.
- Principles and practices of copy layout, photography and still camera operation.
- Statistical data interpretation and the application of information technology.
- Collaborative problem solving and conflict resolution techniques.
- Accounting and budgeting methods.
- Management concepts and practices, including change management, organizational and motivational techniques.
- Employment processes, collective bargaining processes, data collection, and report writing.
- Laws, regulations, and legislation relevant to assigned program area.
- Safety practices.

Ability to:

- Have an equity-minded focus, responsiveness, and sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, including those with physical or learning disabilities as it relates to differences in learning styles.
- Demonstrate leadership skills and ability to influence and motivate constituencies across multiple organizational boundaries.

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- Successfully foster and support an inclusive educational and employment environment.
- Make sound business decisions using good business judgment and innovative and creative problem solving.
- Apply excellent written communication skills, outstanding research and analytical skills, and skills in conceptual editing, copyediting, and proof reading.
- Mastery of the concepts of journalism and public relations and public speaking experience;
- Work independently and autonomously.
- Prepare and administer large program budgets and prepare clear and concise administrative and financial reports.
- Develop and implement short and long-term strategic planning processes.
- Develop effective promotional strategies and create, produce, and evaluate projects and advertising/promotional campaigns.
- Organize and prioritize multiple projects to ensure their timely completion in concordance with District goals.
- Respond tactfully, clearly, concisely and appropriately to inquiries from the public, press or other agencies on sensitive issues in area of responsibility.
- Effectively represent and advocate District interests to media representatives and the public.
- Develop effective promotional strategies and create, produce, and evaluate projects and advertising/promotional campaigns that reflect the cultural diversity of the district.
- Establish and maintain effective working relationships.
- Effectively coordinate group work efforts.
- Effectively utilize social/interpersonal, written, oral, listening and negotiations skills.
- Occasionally work on evenings and weekends.

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 walk, 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.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.