

JOB TITLE: MARKETING PROJECT MANAGER

PAY RANGE: CS17

LAST REVISED: OCTOBER 2019

*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; however, any additional duties will be reasonably related to this class.*

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 administrative direction, the Marketing Project Manager is responsible for developing marketing and communication methods primarily tailored to prospective, new, and currently enrolled students to help them enroll, persist and complete their programs of study. The position manages the District's marketing efforts, branding and college-wide student and prospective employee communications including advertising, publications, website, social media, and email, coordinating with other departments, and outside agencies and ensuring that these efforts are culturally-responsive to the populations being reached.

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

1. Serves as the primary custodian of marketing projects processed through the department, which includes: coordinating all aspects affecting the final product, monitoring project budgets, assuring congruence with overall District plans and objectives, advising clients on project options that can influence effectiveness and performing other related activities.
2. Deploys marketing campaigns representative of diverse student and employee demographics to promote and support District outreach and new student enrollment and to engage and retain currently enrolled students with inclusive and representative practices; monitors, evaluates and adjusts methodology to ensure effectiveness of campaigns.
3. Manages the full scope of activities related to the development and dissemination of a variety of marketing and communication tactics and materials developed and produced through the department, which includes the publications, videos, events, promotional partnerships, brochures and other printed collateral, print, TV, radio, and outdoor advertisements, internet advertising, direct mailings, talking points, scripts, image development and design, research, and/or other applicable items.

4. Oversees the production of materials (utilizing an equity mindset) by providing direction to applicable individuals. Scope of responsibility includes participating in or reviewing written materials, editing, media buying, talent selection and scheduling, client relations, working with staff on social media activities, working with the team, on website issues and/or other related items.
5. Coordinates the district's website, branding, marketing, and multimedia and graphic design work and ensures that they are culturally-responsive; assigns work tasks and projects through effective project management.
6. Identifies and deploys innovative program metrics and benchmarks.
7. Works with Director of Marketing and Community Relations to develop and implement marketing goals, objectives, policies and priorities in alignment with district priorities.
8. Ensures the department provides excellent customer service to college constituents in a timely matter.
9. Participates in the development of the annual budget; projects funds needed for staffing, equipment, materials, and supplies; approves expenditures; implements adjustments.
10. Works with administrators, faculty and staff to organize, implement, monitor and evaluate the marketing and communication efforts and effectiveness of service delivery methods and procedures.
11. Provides streamlined processes to set priorities for work assignments, monitors progress, reviews work products and ensures products are delivered in a timely manner and that clients are satisfied with the product.
12. Participates in relevant professional development; maintains awareness of new trends and developments in the field of marketing for higher education; incorporates new developments as appropriate.
13. Recruits, hires, trains, motivates and evaluates marketing and communications staff; provides or coordinates staff training; works with employees to create goals and suggests improvements; implements discipline and termination procedures; recommends appropriate service and staffing levels.
14. Responds to and resolves inquiries and complaints.
15. Serves as marketing liaison with other divisions and departments and represents the Marketing and Community Relations department in a variety of on-campus meetings/events.
16. Performs related duties as required.

QUALIFICATIONS

Knowledge of:

- Equity-minded marketing and communications strategies/practices.
- Effective and innovative marketing and communication strategies for public educational institutions, particularly for community college students from varying backgrounds.
- Tenets of Guided Pathways.
- Current higher education trends in leveraging marketing for student success initiatives.
- Social media platforms, especially Instagram and Facebook.
- Online content marketing and social media development strategies.
- Advanced knowledge of communication theory and basic layout and design principles.
- Pertinent federal, state, and local laws, codes and regulations.
- Supervisory concepts and practices, including organizational and motivational techniques.
- Collaborative problem solving and conflict resolution techniques.
- Principles and practices of program development and administration.
- Principles and practices of budget preparation and administration.
- Principles and practices of supervision, training and performance evaluation.
- Principles and practices of project management.
- Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.
- Methods to successfully support individuals with varying backgrounds, which includes persons with disabilities, various gender identities, sexual orientation, individuals from historically underrepresented communities and other groups.

Ability to:

- Oversee and participate in the management of comprehensive strategic marketing and communication programs for higher education.
- Apply an equity-minded framework and ensure programs, services and processes are designed and delivered to meet the varying needs of all constituents.
- Analyze situations accurately and adopt an effective course of marketing and/or communication strategy and action.
- Maintain proficient technical computer skills, advanced knowledge of communication theory and basic layout and design principle
- Interact and work effectively with a diverse population utilizing exceptional interpersonal and intercultural skills in a highly collaborative environment.
- Communicate effectively, both orally and in writing.
- Oversee, direct and coordinate the work of staff.
- Administer large program budgets and prepare clear and concise reports.
- Respond tactfully, clearly, concisely and appropriately to inquiries.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Meet critical deadlines while working with frequent interruptions.
- Establish and maintain effective working relationships.
- Exercise sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation and ethnic backgrounds of community college students, faculty and staff.
- Work unpredictable hours, including some evenings and weekends.

Education and Experience Guidelines - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Education/Training: Bachelor's degree in Marketing or Communications or a related field.

Experience: Two+ years in marketing, advertising, brand management, and communication.

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.

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.