

JOB TITLE: Marketing Communications Specialist
PAY GRADE: CL 23
LAST REVISED: July 2025

*Job Descriptions/Class Specifications are intended to present a descriptive list of the range of duties performed by employees in the job and are **not** intended to reflect all duties performed within the job.*

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. A strong candidate for this position must have the understanding and ability to successfully support individuals with varying backgrounds. This includes persons with disabilities, various gender identities and sexual orientations, as well as individuals from historically underrepresented communities and other groups. Our District is committed to providing strategies for success and proactive student-centered practices and policies focused on eliminating equity gaps to ensure the District provides an inclusive educational and employment environment focused on strategies for success and equitable outcomes for all.

SUMMARY DESCRIPTION

Under general supervision from assigned manager, uses a variety of technology platforms to develop and deploy content to promote communications throughout the District and local community that are consistent with the District's branding tone and style; writes, edits, and formats internal and external messaging; and utilizes digital communication systems and applications.

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. Establishes and maintains methods for coordinating and tracking communications and marketing campaigns to students, staff, and the local community that are in keeping with the District brand and mission; utilizes a variety of technology tools and software to ensure consistent and timely delivery of communications; develops, writes, edits, and formats content to deliver relevant communication messages; coordinates and collaborates with departments to produce accurate content, determine timelines and deployments, and measure campaign effectiveness, including, but not limited to, retention and enrollment campaigns and special events and activities (i.e., Natural History Museum, Foundation, etc.); advises on appropriate communications, practices, systems, and messaging standards; creates, runs, and/or analyzes standard and ad hoc reports to monitor the results of communications systems; coordinates with Marketing, Information Technology Services (ITS), and the Research Office, to measure and assess effectiveness of communications.
2. Oversees the District's social media accounts to ensure the District's brand and mission; maintains editorial calendar for key social media campaigns; collaborates with department staff to create and curate written, graphic, and video content; monitors, measures, and analyzes key metrics and data for communications and social media campaigns to evaluate performance, engagement, and user experience; compiles results into reports for key stakeholders and translates data into recommendations for adjusting future social media content to achieve objectives.
3. Updates District mobile application(s) in coordination with ITS to promote enrollment and campus engagement; responsible for mobile application updates, content maintenance, branding, and implementing new features; provides application analytics and data to other departments, as needed.
4. Advises on and coordinates physical and digital signage content and scheduling.
5. Coordinates digital map content and collaborates with key stakeholders on revisions and updates.
6. Tracks all recurring or seasonal campaigns and/or messages and prepares a summary report reflecting data related to the effectiveness of campaigns and/or communications to key stakeholders.
7. Initiates and participates in long-term strategic planning of communications platforms used by the District; reviews, evaluates, and advises on communications systems and technology tools; responds to and proactively reports to management and peers any interruption of communication systems.

8. Works with District programs to ensure accuracy of data; ensures data is updated on a variety of communication platforms in the established timelines.
9. Performs related duties that support the overall objective of the position.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Methods, strategies, and techniques of communications.
- Digital communication tools and social media platforms (i.e., Facebook, Instagram, Twitter, LinkedIn, TikTok, Hootsuite, Buffer, Mailchimp, etc.).
- Federal, state, and local laws and regulations regarding copyrights, trademarks, licensing, accessibility standards, and communicating with students, including, but not limited to, the Family Educational Rights and Privacy Act (FERPA) and the Americans with Disabilities Act (ADA).
- Quantitative and qualitative analysis and techniques.
- English usage, grammar, spelling, punctuation, and vocabulary, including proofreading, copy writing, editing, and formatting techniques.

Ability to:

- Evaluate methods of communication for effectiveness using data, evaluation tools, usage reports, interviews, and observation of behavior.
- Write, edit, and prepare written marketing materials.
- Organize and verbalize complex information.
- Plan and organize work to meet changing priorities and deadlines.
- Maintain a high level of attention to detail.
- Utilize office procedures, methods, and equipment, including computers, technology, and applicable software applications sufficiently to perform the duties of the classification, including digital communication tools and social media platforms.
- Adapt to rapidly changing processes and procedures, especially those involving the use of technology.
- Learn new technology and teach others to use technological platforms.
- Maintain confidentiality of information.
- Follow oral and written directions.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Work independently or collaboratively.
- Apply District policies and procedures.

EDUCATION AND EXPERIENCE GUIDELINES

Any combination of education and experience that demonstrates the required above knowledge and abilities is qualifying. Examples of ways to obtain the above knowledge and abilities could include, but are not limited to, the following:

Education/Training

- Four years of college with major course work in English, communications, marketing, or related discipline.

Experience

- Two or more years of increasingly responsible experience writing and/or editing content intended for public consumption using technology for widely distributed communications.

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.

Board Approval: July 15, 2025