



Cañada College ♦ College of San Mateo ♦ Skyline College

GENERIC POSITION DESCRIPTION

DIRECTOR OF COMMUNITY RELATIONS & MARKETING

A Classified Professional/Supervisory Position
Grade 194E – Salary Schedule 35

A. General Statement

This position is responsible to the college President for strategic and operational leadership of marketing and public relations activities for the college. The responsibilities of the position include development and implementation of strategic external and internal marketing and public relations activities and programs, management of community outreach and recruitment services and activities, development of community linkages and key partnerships which promote enrollment and visibility for the college, and the development of relationships with commercial organizations. The Director of Community Relations & Marketing also has responsibility for directing the development of college publications. Public contact is extensive and includes staff, students, media representatives, contractors, business and community representatives and leaders, political figures, philanthropic personages, commercial organizations, campus visitors, and the general public. A high degree of independent judgment and creativity are required to develop short- and long-range public relations campaigns and services from original concepts, organizational goals and ideas of others. Consequences of errors in judgment could be costly in institutional relationships, public relations and employee time. The Director of Community Relations & Marketing directs the work of staff and student assistants.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Exchanges information with students, staff, media representatives, governmental leaders, political leaders, community and business representatives, other educational institutions, contractors, and the general public regarding a variety of programs, activities, events, visitations, publications, media relations, press releases, outreach and recruitment, business development, and other programs and services
2. Confers with the college President's Cabinet and other management staff to develop strategic plans for short- and long-range goals related to outreach and recruitment, marketing, and public relations
3. Conducts research, needs assessments, focus groups, and other forms of feedback to identify target markets and appropriate marketing and recruitment strategies that will enhance the college's prominence among key audiences
4. In consultation with District staff, directs all media relations (i.e. press releases, media briefings, and public services announcements) for the college to ensure accurate and timely coverage of events and news and serves as the college's spokesperson on public relations matters

5. Tracks and monitors media coverage using tools such as Cision and Google Alerts
6. Supervises college outreach and recruitment activities, including campus tours, Student Ambassador program, outreach and in-reach support on campus, community events, concurrent enrollment, PEP, and other high school outreach activities
7. Participates as part of a team, led by the college Vice President of Student Services, to implement the college's Year One and CSM Promise programs
8. Creates business relationships with commercial and other organizations for the purpose of generating revenue for the college while providing desirable facilities for rental, creation of advertisements, and film and video production, as well as other business ventures
9. In consultation with the college President's Cabinet, defines, directs, and coordinates college marketing plans and directs and coordinates mass media advertising to include radio, television, newspaper, magazines, social media, networks, podcasts, websites, branding, imaging, marketing projects, and outreach linkages and campaigns
10. Collaborates with staff to conceptualize, develop, and prepare original press notices, public service announcements, website and other electronic communications, narratives, posters, bulletins, flyers, and other materials
11. Advises the college President and District staff on current and potential public relations, community relations, marketing, and communication issues and recommends effective courses of action
12. Makes presentations to small and large campus and community groups about college and District events, activities, planning and programs
13. Directs the development, design, layout, format, editing, and preparation of various publications, including college publications, news releases, feature articles, news stories, public services announcements, postings, reports, and other communications which highlight the goals, objectives, policies, programs, activities, and accomplishments of the college, its students and staff for dissemination to print and broadcast media sources, social media and web-based sources, the general public, and specialized target groups
14. Directs the development and maintenance of the college's website, including the event calendar, as well as other forms of electronic marketing (i.e. blogs, electronic sign content, and apps) ensuring that the design and content achieves the appropriate public relations results
15. Oversees the college's online resources and social media presence, including development of the college's online resources (i.e. web requirements and online interactive map)
16. Directs the development of internal newsletters, blogs, bulletins, website postings, and related materials for employees and students concerning policy and organizational changes, special programs, staff achievements, awards, and news of general interest to employees or students
17. Evaluates the effectiveness and efficiency of internal and external information, media relations, and external relations programs of the college and obtains feedback from the public and internal personnel through surveys, public opinion studies, and/or focus group meetings
18. Supports and leads on-campus event planning, facility rentals for commercial use, media interviews, press releases, ceremonies and other college public relations events
19. Prepares informative materials, scripts, speeches, and other communications for the college President and provides operational and management support, as well as serves as the point-of-contact for an online question and answer 24/7 service
20. Works with the college President and the District Chief of Staff to manage crises communication to mitigate negative news events and coverage and facilitates public safety information during an emergency or natural disaster
21. Makes routine presentations at high school and community career and college fairs individually and with students and makes presentations at community and parent meetings individually and with the college President
22. Uses a database and a variety of computer software to set up and track marketing trends and resources, community and student demographics, recruitment and retention strategies and outcomes, contractor resources and other data, workflow visuals, and project management tracking

23. Uses spreadsheets and other software to set up files for, monitoring, formatting, and retrieving data related to cost estimates, expenditures, cost analyses, statistical, demographic, and other reports
24. Trains, directs and evaluates the work of staff and hires, coordinates and evaluates the quality of work of graphic artists, photographers, videographers, printers and other contractors and vendors
25. Develops and manages the department budget
26. Performs other related duties as assigned

C. Requirements

- A combination of education and experience equivalent to a Bachelor's degree in marketing, communications, public relations, journalism, or a closely related field (a Master's degree in any of the above disciplines is desirable)
- Five years of successful work experience of increasing responsibility that has included marketing and various media sources such as web-based, broadcast, and print
- Oral communication skills, including public speaking
- Written communication skills, including experience with original press releases and other publicity materials
- Skill with computers and knowledge of graphic design, page design and lay-out, printer and publishing practices and other facets of print and electronic media
- Experience directing the work of others
- Extensive public contact that has demonstrated respectful and sensitive communication with people who are diverse in their cultures, language groups, and abilities
- Possession of a valid California Driver's license (or the ability to obtain one) and the ability to drive a motor vehicle to off-site locations

D. Physical/Other Requirements

This classification requires manual dexterity, and accurate work under deadline and other pressure. Manual dexterity, sitting for long periods, pushing and pulling, visual acuity, and oral communication in order to perform the essential functions. The ability to type, use phone, stand intermittently, walk, bend and stoop, occasionally lift, carry, push, pull or otherwise move objects weighing 35 pounds or less, work at a computer, including sitting and viewing a computer monitor for various lengths of time, repetitive use of computer keyboard, mouse or other control device, dexterity of hands and fingers to operate a computer keyboard, and hearing and speaking to communicate and provide information to others, vision to read printed material and computer monitor. Ability to operate a motor vehicle and drive to off campus locations.

E. Knowledge, Skills & Abilities

1. Skill in research and strategic planning technology and methodologies, including facilitation of group planning activities
2. Skill in communications and public relations and knowledge of its role in advancing an organizational agenda
3. Knowledge of principles, theories, practices, and techniques of marketing, branding, and advertising
4. Demonstrated skill in marketing techniques, website management, promotional materials production and event coordination
5. Knowledge of communications media sources and their most effective uses, including print, broadcast, web, and social media
6. Skill in the methods and techniques of preparing and disseminating news releases and securing media placements
7. Skill in design content and production of marketing and public relations materials
8. Skill in leading, supervising, planning, coordinating, and evaluating the work of others
9. Knowledge of college demographics and applicable policies and procedures related to marketing

10. Skill in establishing and maintaining effective educational and planning partnerships
11. Demonstrated skill in oral and written communication, including persuasive public speaking
12. Demonstrated skill in the use of a variety of computer software for use in the field of communications, including but not limited to the Internet and web environments and desktop publishing
13. Budget management, including statistical and financial reporting
14. Ability to work effectively as part of a team
15. Skill in respectful, sensitive communication with people who are diverse in their cultures, language groups and abilities

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