



Cañada College ♦ College of San Mateo ♦ Skyline College

GENERIC POSITION DESCRIPTION

Foundation Marketing and Communications Manager

A Classified Professional Position

Grade 192S – Salary Schedule 40

General Statement

San Mateo County Community Colleges Foundation (SMCCCF) is looking for an experienced, motivated, and results-oriented Marketing and Communications Manager to support and further enhance fundraising and overall visibility among current and prospective donors. The Foundation seeks candidates who are poised to make a meaningful impact on the trajectory of the Foundation and student success at San Mateo County Community College District (SMCCCD). The Marketing and Communications Manager will play a meaningful role as the Foundation embarks on a comprehensive campaign to increase our average scholarship award amount for our students most in need of financial support to help them stay in college and accomplish their academic goals.

The Marketing and Communications Manager supports the mission of SMCCCF and is responsible for advancing and managing the organization's image through the areas of marketing, public relations, media relations, and development.

We are looking for someone who takes on challenges and is committed to learning and growing. Public contact is extensive and includes Foundation board members, donors, SMCCCD faculty and staff, media representatives, vendors, contractors, businesses, community organizations and other entities. A high degree of independent judgment and creativity is required to select from a variety of alternatives to resolve minor and major problems that arise. Consequences of errors in judgment could be costly in public relations, employee time and in money. The Foundation Marketing and Communications Manager can direct the work of other staff and student assistants as assigned. This person reports to the Foundation's Executive Director.

The Marketing and Communications Manager is responsible for the planning and execution of the marketing plan. This plan includes internal and external communications for a robust portfolio of marketing programs and activities: design and production of all collateral, direct mail and other direct marketing programs, web pages, events, and social media campaigns. She or he will set and guide the strategy and execution of all internal/external communications, public relations, and website/social media presence to consistently and dynamically promote SMCCCF and its mission. He or she is also responsible for ensuring that all external Foundation communications are clear, strategically targeted, synergistic, of high-quality, and cost-effective in conception. She or he will work in close collaboration with development and program staff in carrying out her or his duties. This position requires excellent organizational, communication, and cross-functional department liaison skills.

Duties and Responsibilities

1. Responsible for the development and implementation of the organization's annual communications and marketing plan.
2. Collaborate with SMCCCF development team to conceive and implement effective campaigns to support successful alumni engagement, annual giving, planned giving, major gift activities, and other development activities and goals.
3. Work with staff to market SMCCCF's programs to potential donors. Develop targeted strategies for solicitation and marketing materials. Track and monitor progress and evaluate performance of all marketing activities and outcomes.
4. Expand awareness of organization throughout San Mateo County service area for the purpose of cultivating prospective donors.
5. Pursue an integrated marketing approach by working closely with SMCCCD's three colleges (Skyline College, Cañada College, and College of San Mateo) communications staff members including collaborating with social media managers across the campuses to coordinate and enhance social media content, build a consistent voice and grow audience reach and engagement.
6. Create and execute monthly social media plan. Develop and manage social media platforms and create content strategy for the organization on Facebook, Twitter, LinkedIn, YouTube, and other social media that could include custom social networks, crowd-sourcing, and blogs.
7. Develop ideas and opportunities for feature articles, interviews, presentations, and other activities that promote awareness of SMCCCF and its purpose and mission.
8. Develop, manage, and produce all organizational communication materials, including newsletters, e-communications, annual reports, brochures, press releases, and program flyers.
9. Develop and update organization's messaging for press releases, elevator pitches for board members, and campaign case statements.
10. Responsible for regularly and independently enhancing, building, and maintaining website content to serve needs of multiple constituencies, including donors, prospective donors, program participants, community partners, and students. Responsible for the look and feel and organization of the Foundation's web page to effectively communicate information and ideas
11. Remain informed about SMCCCF's market position in relation to competitor institutions, spotting trends and developments.
12. Plan, direct and coordinate periodic surveys that gauge SMCCCF reputation among prospective donors, alumni, parents, employers, business, government, civic, and foundation leaders and other important external constituencies.
13. Develop reports on donor and alumni engagement to support short-term and long-term planning, including trend analyses and the identification of new prospective donors and/or those with increased giving potential.
14. Working with Foundation development staff, generate relevant stewardship activities that will increase donor and stakeholder engagement. Track and measure the level of engagement across all channels, including click rate of website visits, e-mail click-through, social media sharing, and more.

15. Collaborate with Foundation team to develop an integrated donor stewardship plan and process for marketing strategy and execution, including ROI goals and measurement. Ensure that SMCCCF's mission and vision are reflected in all communication, materials, programs, and events.

A. Requirements

1. Bachelor's degree in marketing, advertising, journalism, communications, or a closely related field
2. Successful work experience with increasing responsibility in communications/marketing that has included extensive contact with people at all levels within an organization that are diverse in their cultures, language groups, and abilities; public relations, project planning, implementation, and evaluation; and directing the work of others.
3. Excellent organizational, communication, and cross-functional department liaison skills.
4. Demonstrated exceptional skills in written results-oriented communication, producing reports and other materials, use of a variety of computer software to track statistical and other data, and preparing a variety of printed materials, including managing web pages and other electronic media.
5. Possession of a valid California Drivers' license (or the ability to obtain one) and have the ability to drive a motor vehicle.

Or an equivalent combination of education and experience

B. Preferred

1. 4+ years of demonstrated experience in an organizational communications setting, with hands-on experience in communications strategy and marketing, preferably in the nonprofit setting.

C. Physical/Other Requirements

This classification requires small and large group in-person contact, persuasive communication, flexibility, tact, patience, attention to details, strategic thinking, visual comparison, data analysis, manual dexterity, and accurate work under deadline and other pressure. This classification requires attention to detail, flexibility, adaptability, manual dexterity, sitting for long periods, pushing and pulling, visual acuity, oral communication, and tact and sensitivity in order to perform the essential functions. Lifting, ability to type, use phone, intermittent standing, walking, bending and stooping, occasional light lifting and carrying of objects weighing 35 pounds or less, ability to work at computer, including repetitive use of computer keyboard, mouse or other control devices, ability to travel to a variety of locations on and off campus as needed to conduct Foundation business. Some weekend and evening duties. Position requires sitting and viewing a computer monitor for various lengths of time, dexterity of hands and fingers to operate a computer keyboard, reaching, ability to exert 10 to 20 pounds of force to lift, carry, push, pull or otherwise move objects, hearing and speaking to communicate and provide information to others, vision to read printed material and computer monitor.

Desirable Skills and Abilities

1. Knowledge of effective strategies, techniques and procedures used in marketing and communications.
2. Knowledge of available media, community, vendor, contractor and business resources for use in developing, preparing, distributing, and evaluating cost-effectiveness and results of communications activities.
3. Knowledge of collegiate demographics and applicable policies and procedures related to marketing.

4. Knowledge of software functionality as well as graphic design skills to create successful marketing materials and successful web pages a plus.
5. Superior verbal and written communication skills. Superior writing, proofreading, and copy-editing skills.
6. Strong leadership skills with the ability to serve as a unifying force for coordination of communication activities. Soliciting full participation and contributions of donor-related content from staff to volunteers across multiple programs, functions and sites.
7. Excellent skills and demonstrated experience in formulating and executing effective marketing and communications strategies.
8. Excellent project management skills and the ability to coordinate multiple projects.
9. Skill in leading, supervising, planning, coordinating and evaluating the work of others.
10. Demonstrated skill in website management, promotional materials production, and event coordination.
11. Demonstrated skill in the use of a variety of computer software to set up and maintain documentation, prepare presentations, reports, manage web content, correspondence, and other materials.
12. Skill in establishing and maintaining effective working relationships with people at all levels within an organization.
13. Ability to be focused and detailed, meet deadlines, and juggle multiple tasks, and work as a part of a team, while maintaining the big picture and a sense of humor.
14. Ability to take knowledge and transform it into exciting and useful messages, and disseminate final products to appropriate multi-stakeholder audiences.
15. Demonstrated ability to execute in a highly collaborative environment.
16. Ability to quantify and present outcomes of marketing programs.
17. Ability to create the look and feel of web pages, including creating or managing graphic design that effectively communicates the ideas being promoted (layout and organization of the site, types of colors or images and other matters concerning overall graphic design).
18. Contextual thinker with a strong sense of audience. Strong art direction capabilities.
19. Experience producing high quality content for marketing materials and events.
20. Experience designing and managing marketing campaigns with emphasis on fundraising.
21. Proficiency with MS Office Suite. Working knowledge of graphic design software (Adobe InDesign, Illustrator, PhotoShop) a plus.