

## College of the Redwoods

## Position Description

Position: Career Outreach & Marketing Manager	Position Number:
Department: Career Education & Marketing	FSLA: Exempt
Reports to: President/Superintendent & Dean of Career Education	Salary Grade: 125

### **Summary**

Under the supervision of the President/Superintendent, this position supports student enrollment through planned outreach and recruitment campaigns; develops and maintains positive relationships with the media, and community organizations; provides direction and support for the institutional marketing campaign including but not limited to electronic communication, advertising, social media, and public information. Also, under the direction of the Dean of Career Education, manages marketing campaigns, outreach efforts, and projects for the College's Career Education Division. Supervises marketing and outreach staff. Oversees the development and implementation of marketing and promotions programs. Oversees various aspects of marketing and outreach campaigns, digital projects, and marketing research.

### **Essential Duties and Responsibilities**

- The position is responsible for driving execution of the marketing plan, establishing a presence for the college in traditional and social media.
- Provides leadership and oversight of a comprehensive District outreach, communication, and marketing plan focused on promoting the District as the College of choice and enhancing student recruitment and enrollment.
- Develops and directs the implementation of goals, objectives, policies, procedures, and work standards for the Marketing and Outreach department.
- Manage staff who support marketing and outreach efforts, including the marketing coordinator, graphic designers, K-12 Outreach/Dual Enrollment Student Services Specialist and the Cooperative Work Coordinator.
- Plans, directs, supervises, evaluates, and coordinates the work of assigned staff in the areas of media and public relations, and outreach.
- Oversees the development of presentations, materials, and electronic communication such as but not limited to workshops and printed brochures designed to communicate and promote District programs and encourage enrollment informing potential students of admission requirements, educational programs, and student support services; reviews materials for content, clarity and format; provides oversight of the District's written and electronic outreach and marketing communication to ensure effectiveness and consistency.
- Collaborates with staff on post-production of all District marketing materials.
- Performs needs and gap analyses to determine the most effective venues and methods for outreach and marketing strategies; researches outreach and marketing methods, mechanisms, and processes for effective delivery; initiates strategies to address trends and concerns.

- Develop digital marketing strategies and tactics to support the advancement of Career Education.
- Develop and oversee the implementation of a strategic plan aligning Career Education marketing and communication materials with targeted outreach.
- Manage the social media strategy and campaigns for Career Education.
- Evaluate existing websites and social media channels, creates plans for improvement, and oversees the implementation of new and alternative ways to leverage existing and new media.
- Manage the development and execution of campaign strategies and project timelines working within guidelines, marketing processes and project management tools
- Conduct research the local communities to identify potential students likely to benefit from Career Education
- Conduct research across the college's service area to assess potential promotional partnerships and placements for advertisements
- Analyze campaign return on investment of marketing and outreach campaigns
- Develop relationships with external vendors and promotional partners on select projects
- Performs other duties as assigned that support the overall objective of the position.

## **Qualifications**

### **▪ Knowledge and Skills**

- Requires marketing research skills
- Requires a thorough knowledge of marketing concepts, and creative development process (media buying and planning, creative brief).
- Experience with marketing, communications, public relations, advertising agency, or brand management is required.
- Requires project coordination skills and the ability to provide detailed follow-through on campaigns.
- Requires knowledge of the Mission and programs of a community college.
- Excellent communication and interpersonal skills are required.

### **▪ Abilities**

- Ability to adjust to new media strategies
- Provide leadership and work collaboratively with others while under pressure
- Ability to plan and prioritize multiple concurrent projects; and consistently meet schedules and timelines
- Use computer applications pertinent to the development of marketing campaigns, including the use of social media platforms
- Comfortable reaching out to internal and external stakeholders to ensure the successful completion of all projects
- Communicate effectively, both orally and in writing

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- **Physical Abilities**

Requires ambulatory ability to relocate to various offices and sites to retrieve work materials. Manual dexterity to use a personal computer keyboard and 10-key pad. Requires sufficient visual acuity to recognize words and numbers; speech and auditory abilities to carry on conversations in large audience, personal, and phone conversations.
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- **Education and Experience**

The position requires a Bachelor's Degree and three years of experience in a related field (such as marketing, communications, advertising, or public relations)
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- **Licenses and Certificates**

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