

College of the Redwoods**Position Description**

Position: Director Marketing, Communications, and Public Affairs.	Position Number:
Department: Communication/Marketing	FSLA: Exempt
Reports to: President/Superintendent	Salary Grade: 127

Summary

Under the supervision of the President/Superintendent, the Director of Marketing, Communications and Public Affairs position serves on the Executive Cabinet and serves to develop, expand and enhance public understanding of college and district programs and their impact on the community and economy; gather and disseminate information about the college and district, and plan and provide counsel on strategic communications, crisis communications, multimedia, social media, Web and graphic design matters; participate in management discussions related to collective bargaining; collaborate with others in the District's marketing and communications team, provide information and materials on college and district programs and activities, and participate in college and districtwide communications and public service activities.

Essential Duties and Responsibilities

- Responsible for the development and implementation of a college strategic communications and marketing plans; collection of information concerning the college, its program and events, and dissemination through traditional news media, multimedia, Web and social media;
- Assist and advise in preparation of all college publications, both print and electronic.
- Produce and disseminate print and electronic brochures, programs and general publicity for the college.
- Develop and execute a comprehensive marketing plan to support student recruitment and enrollment.
- Evaluate and improve the district's websites and social media channels for outreach and marketing effectiveness.
- Develop digital marketing strategies, including content for advertising, social media, websites, and other digital platforms.
- Conduct marketing research to identify target audiences, assess promotional opportunities, and measure ROI for campaigns.
- Collaborate with staff to produce commercial video and audio content for media outlets.
- Manage end-to-end creative processes, including production and post-production of marketing materials.
- Plan and coordinate special events that serve as outreach tools to the public and news media.

- Serve as liaison between college staff and the news media.
- Develop and implement internal information and communications program.
- Train, supervise and evaluate assigned personnel.
- Participate in interviewing and selecting new employees.
- Ensure accountability and adherence to applicable laws, regulations, policies and procedures.
- Prepare, monitor and maintain budgets and expenditures for assigned functions and activities in accordance with District policies.
- Administer disciplinary actions if necessary.
- Provide advice and service to and collaborate with college and district staff to promote the college, its philosophy and its services.
- Maintain open lines of communication with the news media, college, staff, students and public and serve as information center for all groups.
- Act as advisor to the college president in matters concerning internal and external communications, including crisis communications.
- Attend meetings and serve on committees related to area of responsibility.
- Attend a variety of meetings (e.g. monthly Board meetings and evening meetings, facilitating and participating in district retreats, etc.) for the purpose of ensuring implementation of district public information.
- Conduct community outreach to institutional strategic partners (e.g. industry and other educational institutions), as appropriate for the purpose of maintaining ongoing community support for educational goals.
- Develop and implement the District Communication Plan (e.g. developing public information written materials, collaborating in explanation of Emergency Communications System for the district, determining media strategies, consulting with legal, etc.) to support student recruitment and enrollment.
- Organize district events with the community for the purpose of facilitating and implementing district communications with the community.
- Prepares a wide variety of often complex documents and written or electronic materials (e.g. press releases, newsletters, service guides, annual reports, budgets, materials for the Superintendent/President, etc.) for the purpose of documenting activities and issues, conveying information, meeting compliance requirements, and/or providing supporting materials.
- Perform other tasks as assigned by the President.

Qualifications

Knowledge and Skills

Principles and practices of effective leadership, supervision and training; applicable federal, state and local laws and regulations, such as Education Code, Labor Code; applicable District policies, regulations, collective bargaining agreements, standard operating procedures and objectives of assigned programs; current industry practices; news organization, operation and preparation of print, social, radio, television and other communications media; fundamentals of writing, composition, layout and production for college publications, multimedia, social media and the Web; the role of the community college and its relation to the people it serves; employee development techniques; supervision and training; techniques of disseminating information through a multitude of media platforms, including print, electronic, multimedia and social media, as well as any new or evolving trends in communication techniques, channels, and platforms.

Abilities

Perform the essential functions of the position; supervise and prioritize the work of assigned areas of responsibility; select, train and evaluate employees; accurately apply and explain laws, regulations and policies; identify, implement, and maintain sustainable systems, materials, equipment, and practices; gather, write and produce accurate news and information for the news media, social media and college publications; work with groups and individuals in a cooperative manner; establish and maintain good working relationships with representatives of the news media and colleagues ; within the Redwoods marketing/communications team; analyze situations appropriately, develop courses of action to resolve problems, and implement solutions; meet schedules and timelines; prepare clear, complete and concise reports; maintain accurate and organized records; communicate information and give instructions clearly, concisely and logically to others; prepare and deliver presentations; utilize current technology to effectively perform responsibilities; establish and maintain cooperative and effective working relationships with others; use interpersonal skills such as tact, patience and courtesy; work cooperatively with the public, students and employees; exercise initiative and sound judgment; work well in a group setting as well as independently with little direction or guidance; exercise discretion and confidentiality; effectively learn and use software packages; collaborate and foster inclusion in a diverse organization; have sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of individuals

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.

Education and Experience

The position requires a bachelor's degree and three years of experience in a related field (such as marketing, journalism, social media, communications, public relations, or similar concentration).