

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: **CLASSIFIED**

CLASS TITLE: **MARKETING COMMUNICATION
SPECIALIST**

SALARY TABLE: **29**

SALARY RANGE: **40**

BASIC FUNCTION:

Under the direction of the Director - Marketing & Publications, organize, plan and implement comprehensive marketing strategies and initiatives to meet established enrollment goals and objectives, and enhance community understanding of College programs and services. Coordinate and direct the production of schedules of classes, college catalogs, and other marketing materials; protect and enhance SBCC brand identity.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Organize, plan and implement marketing strategies and initiatives to meet established enrollment goals and objectives. Implement advertising campaigns by analyzing enrollment data, preparing marketing and advertising strategies, plans and objectives.

Enhance community understanding of College programs and services. Protect and enhance SBCC brand identity. Maintain a cohesive visual identity and implement branding guidelines. Create, coordinate and execute social media initiatives, building awareness of the college.

Coordinate and direct the production of schedules of classes, college catalogs, and other marketing materials.

Design and produce a variety of informational, marketing and advertising materials for various audiences and support activities. Utilize current design and technology trends for the most effective style, technique and medium for production within budget and time constraints.

Design and maintain SBCC website and landing pages.

Create specifications for advertising and printing, obtain project bids, establish and maintain positive working relationships with various vendors, advertising representatives and campus clients. Design, write and place digital, broadcast and print advertisements.

Operate a digital camera, capture images for marketing purposes, build and maintain image archive.

Operate a variety of office equipment including computer, printers, scanners, digital camera, video camera and assigned software.

Attend and participate in various meetings as assigned.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Effective communication strategies for print and online media.
Principles, practices, terminology and techniques involved in the composition, editing, layout and design of print and online publications.
Principles, methods and procedures of operating computers and peripheral equipment.
Scheduling requirements for special projects and production runs.
Systems and software applications utilized by the College.
Methods of collecting and organizing data and information.
Graphic design.
Policies and objectives of College, programs and activities.
Oral and written communication skills.
Interpersonal skills using tact, patience and courtesy.
Correct English usage, grammar, spelling, punctuation and vocabulary.
Operation of a computer, desktop publishing equipment and assigned software.
Record-keeping and report preparation techniques.
Research methods.

ABILITY TO:

Plan short and long-term communication strategies.
Perform a variety of specialized duties in the research, organization, and design of informational materials for the College.
Operate a computer, desktop publishing equipment and assigned software.
Research, develop and prepare a variety of College documents such as class schedules, flyers, advertisements and email communications.
Edit, revise and assure accuracy and completeness of a variety of documents.
Design and produce graphic materials for online, print or reproduction.
Coordinate the tasks of others during preparation of publications.
Determine appropriate action within defined guidelines.
Participate in budget preparation.
Work independently with little direction.
Maintain records and prepare reports.
Meet schedules and time lines.
Communicate effectively both orally and in writing.
Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND PAID EXPERIENCE:

Any combination equivalent to: bachelor's degree in graphic design, communications, public relations, or related field and two years writing/editing/design experience for print or online media or related experience.

WORKING CONDITIONS:**ENVIRONMENT:**

Office environment.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Ability to operate a computer keyboard.

Hearing and speaking to exchange information.

Sitting for extended periods of time.

Seeing to view a computer monitor and read a variety of materials.

Bending at the waist, kneeling or crouching.

Reaching overhead.

Mobility to travel to various locations, on and off campus.

Lifting moderately heavy materials occasionally.