

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: CLASSIFIED

**CLASS TITLE: DIRECTOR MARKETING &
PUBLICATIONS**

SALARY TABLE: 30

SALARY RANGE: 155

BASIC FUNCTION:

Under the direction of the Superintendent/President, plan, organize, control and direct the development and implementation of comprehensive marketing plans, strategies and initiatives to meet established enrollment goals and objectives, resolve campus issues and enhance community understanding of College programs and services; coordinate and direct the preparation, development, design and production of schedules of classes, college catalogs, advertisements and various other major College publications; supervise and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Plan, organize, control and direct the development and implementation of comprehensive marketing plans, strategies and initiatives to meet enrollment goals and objectives, resolve campus issues and enhance community understanding of College programs and services; establish and maintain related time lines and priorities; assure related activities comply with established standards, policies and procedures.

Coordinate and direct the preparation, development, design and production of schedules of classes, college catalogs, advertisements and other publications; develop marketing materials and advertising for print, broadcast and electronic media; counsel administrators with developing marketing strategies and producing advertising materials such as brochures and website information to meet specific goals and objectives.

Supervise and evaluate the performance of assigned personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; assign employee duties and review work to assure accuracy, completeness and compliance with established standards, requirements and procedures.

Collaborate with administrators in the development and implementation of marketing strategies and initiatives to facilitate and enhance public awareness of various individual programs; direct and provide technical assistance to administrators concerning the development and implementation of marketing and publication solutions for a variety of campus issues and matters.

Conduct and implement market research and monitor, analyze and modify strategies, plans and publications to enhance the effectiveness of marketing activities; coordinate and direct personnel and activities to assure the marketing activities, publications and communications of District departments, programs and services comply with College-wide goals and objectives.

February 2021

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Oversee the creation, planning and layout of text for schedules of classes, college catalogs and other publications; assure proper selection of type style and size, fonts, spacing of letters and text lines; oversee the editing and proofreading of marketing materials.

Create college-wide branding standards and coordinate system-wide implementation and monitoring.

Coordinate and oversee the dissemination of publications through bulk mailings and campus distribution; contact outside printers and designers to arrange for publication production as needed; confer, negotiate and place advertisements with print media, television and radio agencies.

Provide direction and assistance in developing and maintaining proper content and visual layout for the College website.

Develop and prepare the annual preliminary budget for marketing and publications functions; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations.

Prepare and maintain a variety of records and reports related to marketing plans, strategies, budgets and assigned activities.

Provide technical information and assistance to the Dean-Educational Programs regarding marketing activities, needs and issues; assist in the formulation and development of policies, procedures and programs including College-wide enrollment goals.

Communicate with personnel, administrators, outside agencies and the public to exchange information, coordinate activities and resolve issues or concerns.

Operate a variety of office equipment including designated computer systems, specialized software and peripheral equipment; drive a vehicle to conduct work.

Attend and conduct various meetings as assigned; lead and participate in various committees and administrative teams; conduct staff workshops concerning advertising plans, standards and strategies as directed.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Planning, organization and direction of the development and implementation of comprehensive marketing plans, strategies and initiatives to meet enrollment goals and objectives, resolve campus issues and enhance community understanding of College programs and services.

Techniques, practices and procedures involved in the preparation, development, design and production of schedules of classes, college catalogs, advertisements and other College publications. Public relations and marketing practices, procedures, techniques and terminology.

February 2021

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College standards and requirements for promotional and advertising functions and materials.
Principles, practices, procedures and techniques involved in the development and implementation of advertising campaigns, promotions, direct mail campaigns and on-campus marketing.
Page layout and graphic arts design techniques and procedures.
College organization, operations, policies and objectives.
Strategic communication plans and related publicity functions.
Budget preparation and control.
Policies, goals and objectives of College programs and activities.
Oral and written communication skills.
Principles and practices of administration, supervision and training.
Applicable laws, codes, regulations, policies and procedures.
Interpersonal skills using tact, patience and courtesy.
Operation of a computer and assigned software.

ABILITY TO:

Plan, organize, control and direct the development and implementation of comprehensive marketing plans, strategies and initiatives to meet established enrollment goals and objectives, resolve campus issues and enhance community understanding of College programs and services.
Coordinate and direct the preparation, development, design and production of schedules of classes, college catalogs, advertisements and various other major College publications.
Supervise and evaluate the performance of assigned personnel.
Oversee the creation, planning and layout of text for various College publications.
Confer, negotiate and place advertisements with print media, television and radio agencies.
Provide marketing direction and assistance in developing and maintaining proper content and visual layout for College websites.
Coordinate the dissemination of publications through bulk mailings and campus distribution.
Communicate effectively both orally and in writing.
Interpret, apply and explain rules, regulations, policies and procedures.
Establish and maintain cooperative and effective working relationships with others.
Operate a computer and assigned office equipment.
Analyze situations accurately and adopt an effective course of action.
Meet schedules and time lines.
Work independently with little direction.
Plan and organize work.
Prepare and maintain a variety of records and reports.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in marketing, communications or related field and five years increasingly responsible marketing, advertising or related experience including work with graphic design and media relations.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information and make presentations.

Sitting for extended periods of time.

Seeing to read a variety of materials.