SANTA BARBARA COMMUNITY COLLEGE DISTRICT

DIRECTOR OF MARKETING AND PUBLICATIONS

DEFINITION
Under the direction of the Dean of Educational Programs, coordinate the development and implementation of the College's comprehensive marketing plan, and supervise the development and production of the College's major publications.

ESSENTIAL DUTIES/FUNCTIONS
- Develop and coordinate the implementation of the college's marketing services and provide overall leadership in the following areas:
  - Conduct market research as needed;
  - Develop college-wide marketing materials and advertising for print and electronic media;
  - Assist department heads in identifying market niches and appropriate marketing strategies, including the development of advertising materials such as program or departmental brochures and Web presence;
  - Oversee and conduct staff workshops on college advertising standards;
  - Strategically allocate the College's marketing budget to maximize resources available;
  - Evaluate marketing plan;
  - Oversee College's internet presence as it relates to marketing and graphical user interface; work closely with Information Resources Department staff.
- Supervise the development of the College's major publications including the Schedule of Classes and the College Catalog, and leading an interdepartmental team to ensure high standards of institutional identity.
- Supervise the editing and proofreading of all marketing materials.
- Serve as chair or co-chair of the interdepartmental marketing committee.
- Ensure that the marketing plan is coordinated with the work of the Public Information Officer and the Director of School Relations.
- Supervise staff, including graphic designer.
- Plan, implement and evaluate all media buying for marketing purposes.
- Coordinate with and monitor workload of outside advertising/marketing communications agencies and outside contractors/vendors.
- Perform related duties as assigned.

EMPLOYMENT STANDARDS

Education and Experience: Any combination equivalent to a Bachelor's Degree and four years of increasingly responsible marketing experience with multiple advertising media. Must have leadership experience in developing significant company/institutional marketing projects, and experience with coordinated print, radio and web marketing campaigns, including media buying and market research. Strong working knowledge in content creation and uses of the web in marketing; and strong creative writing, proofreading, editing and graphic design skills. Knowledge of marketing and advertising related software applications.
**Knowledge and Abilities:**

Knowledge of:
- Marketing principles including web-based promotion strategies.
- Concepts of graphic design.
- Correct English usage, grammar, spelling and punctuation.
- Marketing/advertising related software e.g. Adobe Illustrator, Photoshop, Pagemaker, QuarkXPress, Powerpoint.
- Principles of budget management.
- Mission and organization of community colleges including sensitivity to and understanding of the diverse academic, socio-economic, cultural, disability and ethnic backgrounds of community college students.

Ability to:
- Conceptualize, develop and implement a coordinated marketing and advertising plan, including print, radio and web-based media.
- Conduct comprehensive marketing research.
- Work well with media and other public groups.
- Effectively promote the college and represent high institutional standards.
- Develop and organize ideas of design and presentation.
- Plan, organize and implement policies and procedures related to marketing and publication production.
- Provide leadership and training to college staff.
- Supervise, train, motivate and evaluate personnel.
- Effectively communicate verbally and in writing.
- Meet deadlines.
- Work cooperatively with others within the college’s organizational structure.
- Establish and maintain effective working relationships with staff, faculty and outside agencies.
- Manage marketing budget.
- Create and maintain positive relations with local, regional and statewide media.
- Make effective public presentations.
- Apply technology to effectively and efficiently manage marketing and advertising plan.

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