PALOMAR COMMUNITY COLLEGE DISTRICT

Classification Title: Manager, Marketing Services

Department: Telecommunications – Grants

Staff Category: Administrative Association (Classified Administrator)

FLSA Status: Exempt

Salary Range: 56

Supervision Received From: Director, CCC Confer/3C Media Solutions

Original Date: July 2012

Supervision Given: Classified Staff in CCC Confer/3C Media Solutions

Last Revision: July 2012

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

JOB SUMMARY.

Responsible for managing, supervising and coordinating brand development and marketing communications strategies for CCC Confer, 3C Media Solutions, and other developed projects and programs. Represents all projects to the community and develops new relationships to ensure continuous project success; provides highly responsible and complex administrative support to the Director, CCC Confer/3C Media Solutions.

DISTINGUISHING CHARACTERISTICS.

The Manager, Marketing Services is a stand-alone class and is distinguished from other marketing classes by its responsibility for providing marketing for CCC Confer/3C Media Solutions.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS. Essential responsibilities and duties may include, but are not limited to, the following:

1. Performs full supervisory activities, subject to management concurrence and in accordance with applicable College policies, which includes: selecting and training new employees; planning, assigning, scheduling, and evaluating completed work; approving overtime/compensatory time; preparing and signing employee performance evaluations; recommending salary reclassifications; responding to grievances and taking appropriate disciplinary action; and performing related supervisory activities.

2. Plans, organizes, implements, and administers the CCC Confer and 3C Media Solutions marketing programs through subordinate supervisors and staff.

3. Coordinates and integrates functional responsibilities with other District departments to achieve efficient, effective, and customer-responsive performance.

4. Develops, implements, and manages comprehensive and strategic marketing and communication plans that enhance and strengthen the identity, image, and brands of CCC Confer and 3C Media Solutions system-wide projects.

5. Develops and manages key messages for the system-wide project to targeted markets; drives brand awareness through segment-focused marketing and communications initiatives of advertising, promotions, and public relations programs; develops brand platforms and establishes project images;
ensures consistency of messages and presentations throughout all marketing and communications programs and activities.

6. Develops and directs communications and operations strategies to leverage the Internet and project websites as strategic sales, surveys, data collection, marketing, training, and technical support.

7. Directs and participates in the creation of marketing and public relations collateral and promotional strategies for CCC Confer and 3C Media Solutions, including brochures, flyers, invitations, programs, web copy, web design, training materials, promotional items, webinars, trade shows, conferences, and presentations.

8. Manages the activities of 3C Media Solutions related to program development, design, production, and assigned programming for appropriate distribution channels for higher education distance learning, educational, and informational programs.

9. Manages and coordinates the integration and implementation of 3C Media Solutions channel designs and on-air broadcast imaging; manages the integration and implementation of promotional materials and media into applicable channels.

10. Collaborates with applicable internal management to coordinate programming scheduling to ensure appropriate packaging and timely satellite and media delivery of broadcast operation programs.

11. Manages and participates in the development and implementation of goals, objectives, policies and priorities for assigned programs; recommends and administers policies and procedures.

12. Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, within departmental policy, appropriate service and staffing levels.

13. Plans, directs, coordinates and reviews the work plan for assigned technical and professional staff; assigns work activities, projects and programs; reviews and evaluates work products, methods and procedures; meets with staff to identify and resolve problems.

14. Supervises, plans, and evaluates web site development and web services for 3C Media Solutions.

15. Prepares, administers, and monitors the department budget; participates in the forecasting of funds required for staffing, equipment, materials and supplies; monitors and approves expenditures; implements adjustments.

16. Conducts a variety of organizational and operational studies, and investigations; recommends modifications to broadcast programs, policies, and procedures as appropriate.

17. Prepares a variety of complex statistical and/or narrative reports, including operational reports for applicable grants.

**Marginal Functions:**

1. Participates in/on a variety of committees, task forces, boards, meetings, and/or other related groups in order to receive and/or convey information.

2. Participates in shared governance through service on planning and/or operations committees and task forces.

3. Performs related duties and responsibilities as required.
QUALIFICATIONS.

Knowledge of:

1. Managerial principles and practices.
2. Operational aspects of a comprehensive broadcast operations program.
3. Multimedia production principles, practices, and methodologies.
4. Operational characteristics and complex and comprehensive services and activities of a marketing and communications program.
5. Principles, practices, services and applications of marketing, public relations, public affairs and media relations in higher education.
6. HTML applications and online design and layout principles and practices.
7. Database management principles.
8. Market research and analysis principles, practices, and methodologies.
9. Mathematical principles, including statistical analysis.
10. Project management principles, practices, and methodologies.
11. Objectives and goals of distance learning programs in higher education.
13. Policies, procedures and protocol of the California Community College system.
14. Program development and administration principles and practices.
15. Public relations principles, including the use of tact, patience, and courtesy.
16. Record keeping principles and practices.
17. Community college organization, operations, policies, and procedures.
18. Budgeting principles and practices.
19. Applicable Federal, State and local laws, codes, and regulations.

Skill in:

1. Supervising, training and evaluating the work of others.
2. Utilizing a computer and related software applications.
3. Interpreting and applying applicable rules, regulations and policies.
4. Analyzing and troubleshooting difficult situations accurately and adopting effective courses of action.
5. Establishing and maintaining effective working relationships with those contacted in the course of work.
6. Developing and maintaining section budget.
7. Managing a complex marketing program.
8. Managing multiple projects simultaneously.
9. Representing project goals and programs to target audiences and to the general public.
10. Interpreting statistical evaluations of marketing activities and programs.
11. Evaluating and making adjustments to marketing strategies and plans in order to meet the changing market.
12. Working independently with little direction.
13. Participating in the development and administration of goals, objectives and procedures.
14. Preparing clear and concise administrative and financial reports.
15. Researching, analyzing, and evaluating new service delivery methods and techniques.
17. Interpreting and applying Federal, State and local policies, laws and regulations.
18. Communicating clearly and concisely, both orally and in writing.
20. Preparing a wide range of distance learning and production materials.
21. Analyzing complex marketing and market data and to respond rapidly to customer and department changes and needs.
22. Mediating difficult and/or hostile situations.

**Experience and Training Guidelines**

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

**Experience:**

Five years of increasingly responsible experience in marketing, including two years of supervisory experience.

**Education/Training:**

Bachelor’s degree in marketing, public relations, business administration, or a related field.

**WORKING CONDITIONS.**

**Environmental Conditions:**

Office environment; occasional travel with public speaking.

**Physical Conditions:**

Essential and marginal functions require maintaining physical condition necessary for ambulating for extended periods of time and performing required duties and occasionally lifting and pulling up to 50 pounds; visual acuity to read printed materials. Must be able to travel between the District and other locations.