MARKETING AND RESEARCH COORDINATOR

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.

DEFINITION

Responsible for performing a wide variety of duties related to research, development, coordination, assessment and analysis of complex marketing strategies for the California Community College system to include designing and conducting research and evaluation studies; collecting and analyzing data; extracting data from databases; making recommendations through written statistical reports and summaries; preparing presentations; and participating in preparing marketing/promotion materials.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Marketing Services Manager.

ESSENTIAL FUNCTION STATEMENTS

The following tasks are typical for positions in this classification. Any single position may not perform all of these tasks and/or may perform similar related tasks not listed here:

1. Research, coordinate, and implement specific marketing activities and services for the CCC system.

2. Design and implement all phases of research and evaluation studies, including selecting research designs, collecting and analyzing data, preparing narrative reports, and presenting research results to various audiences.

3. Assist in the development, planning, and creation of outreach materials and marketing collateral, including e-marketing and direct mail pieces.

4. Develop marketing and promotional copy; review applicable web sites for appropriate and accurate content.

5. Create and maintain a variety of database mailing lists for various projects; coordinate and distribute mailings for various purposes; establish, maintain, and monitor the accessibility of files.

6. Perform data analysis, survey development and administration, data management, graphics, and word processing utilizing a variety of specialized software applications.

7. Extract data from databases utilizing specialized query tools; assist in the design and development of databases for decision-making and program evaluation.

8. Serve as a technical advisor for web and client services, implementing updates to the web portal, testing archives, and verifying meeting access.
9. Select appropriate research techniques and methods, set priorities, and establish timelines for assigned projects.

10. Identify appropriate sources of data and database for project research.

11. Apply appropriate research techniques to specific areas of investigation.

12. Analyze and recommend solutions for research and data collection problems.

13. Confer with Director, Coordinators, consultants and other staff regarding assigned research and evaluation projects.

14. Assist in the design of forms, survey documents, questionnaires and instructions.

15. Prepare progress and final reports for areas under study, including results from outside consultants and additional material provided by various offices or data systems.

16. Coordinate conferences, tradeshows, and other outreach events.

17. Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:
Methods and techniques of research, data collection and analysis.
Statistical methods and their applications.
Methods and techniques of survey research.
Modern office procedures.
Principles and practices of report preparation.
Event planning principles and practices.
Basic graphic design principles
Complex operations, services, and activities of a marketing communications program.
Public relations principles.
Advertising principles.
Contact database software applications.
Copywriting principles and practices.
Basic web development principles and practices.
E-Marketing principles and practices.
United States Department of Education programs, and the California Community College system, and California Education Code.

Ability to:
Utilize a computer and related software applications.
Apply research and computerized analysis techniques and methodologies to assigned projects. Create valid surveys and other formats to obtain and analyze data. Make sound judgments and draw logical conclusions. Utilize various software applications for data collection and analysis. Formulate procedures and techniques for database management of collected data. Develop oral and written reports and recommendations for presentation to the Director, staff, partners, and professional associations. Manage databases. Develop, maintain, and purge mailing lists. Proofread and edit copy. Prepare various progress and final reports and proposals. Assess objectives based on findings and assess outcomes based on policies and regulations. Manage and coordinate events. Manage multiple priorities and deadlines. Communicate clearly and concisely, both orally and in writing. Maintain sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds in a community college.

Experience and Education/Training Guidelines

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

**Experience:**

Two years of increasingly responsible research and analysis work experience including the development and application of research techniques and the presentation of recommendations.

**Education/Training:**

Equivalent to completion of a Bachelor’s Degree in Business Administration or a related field.

**Working Conditions**

**Environmental Conditions:**

Office environment; exposure to computer screens; subject to working during evening and weekend hours, extensive contact with staff, students and other outside agencies.

**Physical Conditions:**

Essential functions may require maintaining physical condition necessary for sitting for prolonged periods of time; extensive use of computer keyboard; operating computer equipment; near visual acuity for reading computer screens and reports. Must be able to travel to other locations within San Diego County.