MARKETING COMMUNICATIONS 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

To perform a variety of duties related to the development, coordination and implementation of marketing strategies. Provide technical expertise in Marketing Communications. Perform a variety of administrative tasks relative to the assigned area of responsibility.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Director of Marketing Communications. Supervises students or hourly workers.

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 tasks not listed here:

1. Perform a variety of functions related to the coordination and implementation of specific marketing activities and services for Palomar College.

2. Assist in the development and implementation of goals and objectives and policies and procedures.

3. Provide technical expertise in Marketing Communications. Develop and implement the prospect inquiry (lead tracking) component utilizing a relational database such as PeopleSoft. Implement data entry and integrity.

4. Prepare and monitor the Marketing Communications budget utilizing a relational database such as PeopleSoft budget module. Prepare and submit requisitions.

5. Monitor all marketing mediums (i.e., direct mail, electronic media) utilized in outreach campaigns. Prepare a report upon culmination of campaigns.

6. Develop and implement innovative website and online marketing concepts.

7. Assist in the development of outreach materials and publications.

8. Participate in outreach communication/activities, which includes telephone, written and interpersonal interaction on and off campus.
9. Work closely with the Director, faculty, administration, staff and students to maintain positive relations and continuous communication and improvement.

10. Train, supervise and evaluate assigned student or hourly workers. Participate on assigned committees/task forces. Provide general office management for Marketing Communications.

11. Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

Basic operations, services and activities of a college marketing program.

Principles, practices and applications of public relations, public affairs, media relations and marketing.

Computer technology and software programs, including word processing, spreadsheet, and relational databases and their uses.

Computer report writing methods in extracting and analyzing pertinent data.

Basic accounting principles.

Ability to:

Coordinate and implement specific marketing activities and services.

Assist in recommending and implementing goals and objectives for providing marketing services and programs.

Communicate accurately and effectively both orally and in writing.

Proofread and edit copy.

Establish and maintain effective working relationships with those contacted in the course of work.

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:

Three years progressively responsible experience applying computer technology in a communications-related field.

Education/Training:

Equivalent to an Associates degree from an accredited college or university with course work in computer technology and its application.
WORKING CONDITIONS

Environmental Conditions:
Office environment; exposure to computer screens.

Physical Conditions:
Essential functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time. Requires lifting office related materials not to exceed approximately 30 pounds.