MARKETING SERVICES ASSISTANT

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 technical and clerical tasks in support of marketing and communications programs established for e-Conferencing, CCCSAT, CCN and other programs and projects; to provide assistance with special marketing projects; and to perform a variety of tasks relative to assigned area of responsibility.

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. Assist in the development, planning and implementation of marketing, public relations and communications activities for the purpose of generating revenue, extramural funding, customers and alliances.

2. Provide assistance in various marketing projects including conducting phone and in person surveys for research.

3. Provide assistance at various special events, press conferences and meetings.

4. Work with graphic designers and other to coordinate the development of marketing materials from concept to completion.

5. Write marketing and promotional copy; regularly review web sites for appropriate and accurate content and placement.

6. Create and maintain a variety of mailing lists on databases for various projects; coordinate and distribute mailing for various purposes; establish, maintain and monitor accurate and easily accessible files.

7. Develop and run queries to pull relevant data from databases for decision making, reports, mailings and evaluations.

8. Assist in the gathering and compilation of data and statistics for use in various reports and survey evaluations.
9. Work collegially with other College departments, the Chancellor's Office, contacts throughout the CCC system, outside consultant, vendors and business alliances.

10. Provide a variety of clerical support services in the performance of assigned functions; type a variety of reports, correspondence and marketing and promotional materials.

11. May supervise student and/or seasonal workers.

12. Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:
- Operations, services and activities of a marketing and outreach program.
- Principles, practices and applications of marketing, public relations, public affairs and media relations.
- Methods and techniques of public speaking.
- Principles of mailing list acquisition, merging and purging of lists and target marketing campaigns.
- Modern office procedures, methods and equipment including computers and appropriate word processing software applications particularly MS Office Suite 2000, MS Word, Access and Excel.

Strong oral and written communication skills.

Ability to:
- Provide assistance in various marketing and outreach activities
- Interpret and explain District policies and procedures.
- Write marketing and promotional copy.
- Coordinate multiple projects and work in a team environment.
- Organize complex topics into clear and understandable formats.
- Coordinate and distribute mailing for various purposes.
- Develop, maintain and purge mailing lists.
- Operate office equipment including computer terminal.
- Work effectively with management, faculty and staff.
- Communicate clearly and concisely, both orally and in writing.
- 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:**
Two years of increasingly responsible marketing or public relations experience.

**Education/Training:**
Equivalent to an Associates degree from an accredited college or university with major course work in marketing, advertising, public relations or a related field.

WORKING CONDITIONS

**Environmental Conditions:**
Office and field environment; travel from site to site; extensive public contact.

**Physical Conditions:**
Essential functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; visual acuity to read printed materials and computer screens.