CLASS TITLE: MARKETING SPECIALIST

BASIC FUNCTION:

Under general supervision, design marketing materials and coordinate, plan, and implement marketing-related activities that promote interest in district-wide and/or college-specific programs, services, and events.

REPRESENTATIVE DUTIES:

Design, write, and edit marketing and outreach materials for distribution to the public; coordinate all phases of the production of promotional marketing materials, including writing, layout, photography, design, printing, and distribution of materials. E

Provide input and technical support relative to the planning, development, and implementation of the annual district-wide and/or college marketing plans and targeted marketing campaigns; assist with conducting district-wide, college, and community based needs assessments including conducting focus groups and administering assessment surveys; ensure district-wide/college marketing activities are conducted in collaboration with outreach programs as appropriate. E

Establish and implement district-wide and college marketing-related standard operating procedures and guidelines to ensure consistency of marketing materials and practices; assist in monitoring content and branding of websites and portals. E

Photograph district-wide and college events for marketing-related purposes; maintain photo library for marketing-related uses. E

Conduct evaluations to assess the effectiveness of all marketing strategies, programs, materials, and activities; maintain a database of marketing-related information. E

Maintain and post information on event calendars, marquees, portals, and social media platforms. E

Write, coordinate, monitor, and track online promotional marketing initiatives, including ads, e-campaigns, search engine optimization, and web analytics. E

Assist in conducting the district-wide publications audit and maintain publications library. E

Participate in the coordination of district-wide/college events and activities, including coordinating the arrangement of facilities, overseeing preparation and set-up activities, arranging and supervising vendor services, notifying attendees and participants, and preparing associated materials. E

Process and monitor marketing-related purchase requisitions and invoices; order and maintain an inventory of marketing supplies. E

Revised December 2015
Established August 2009
Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

- District organization, operations, policies, and objectives
- Principles of marketing and outreach in higher-education
- Correct English usage, grammar, spelling, punctuation, and vocabulary
- Common word processing, spreadsheet, database, and desktop publishing software programs including Adobe InDesign and Microsoft Publisher
- Methods and techniques of desktop publishing including layout, design, and printing
- Methods and techniques of photography
- Principles of general and financial record-keeping

**ABILITY TO:**

- Communicate effectively, both orally and in writing
- Learn and use emerging technologies
- Analyze situations accurately and develop effective courses of action
- Work independently with little direction
- Organize and prioritize work to meet schedules and timelines
- Establish and maintain effective working relationships with others
- Use a 35 mm and/or digital camera, video camera, scanner, and computer

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to a Bachelor’s degree in marketing, graphic design, journalism, multi-media production or related field AND three years of professional-level work experience designing and implementing marketing products and strategies.