VENTURA COUNTY COMMUNITY COLLEGE DISTRICT

CLASS TITLE: MARKETING SPECIALIST

BASIC FUNCTION:

Under the general supervision of the Director of Administrative Relations, design district marketing materials and coordinate, plan, and implement marketing-related activities that promote interest in districtwide and college-specific programs, services, and events.

REPRESENTATIVE DUTIES:

Design, write, and edit college and districtwide marketing and outreach materials for distribution to the public; coordinate all phases of the production of VCCCD’s 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 marketing plan and targeted marketing campaigns; assist with conducting district-wide 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 at the colleges as appropriate. E

Establish and implement district-wide marketing-related standard operating procedures and guidelines to ensure consistency of marketing materials and practices; assist in monitoring content and branding of VCCCD 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 regarding VCCCD and its colleges. 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 districtwide 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

Established August 2009
CLASS TITLE: MARKETING SPECIALIST (continued)

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.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment with frequent interruptions

PHYSICAL ABILITIES:

Dexterity of hands and fingers to operate office equipment including a computer keyboard  
Prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities  
Vision for reading marketing materials, correspondence, and reports, and using the computer  
Hearing and speaking to communicate and provide information to others