



# VENTURA COUNTY COMMUNITY COLLEGE DISTRICT

## PERSONNEL COMMISSION

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### MEETING AGENDA FOR SEPTEMBER 19, 2019

4:30 p.m.

Thomas G. Lakin Boardroom  
District Administrative Center  
761 E. Daily Drive, Suite 200  
Camarillo, CA 93010

#### ALL ITEMS ARE SUBJECT TO DISCUSSION/ACTION

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENTS REGARDING AGENDA ITEMS
4. MINUTES  
Personnel Commission Meeting – August 22, 2019
5. CORRESPONDENCE
6. OLD BUSINESS  
None
7. REPORTS
  - A. Classified Employees Representative's Report
  - B. Board of Trustees Meeting Report
  - C. Director's Report
    - Current Recruitments Report
    - Positions Filled & Pending Report
    - Upcoming Recruitments Report
    - Classification Studies Report
    - Classified Salary Study Update
  - D. Commissioners' Reports
8. REVISION OF PERSONNEL COMMISSION RULES  
PC Rule 292.2 – Classified Management Employees (first reading)  
PC Rule 292.3 – Limited-Term and Provisional Classified Employees (first reading)
9. REVISION OF A CLASSIFICATION SPECIFICATION  
Vice Chancellor, Human Resources

10. **ESTABLISHMENT OF NEW CLASSIFICATIONS**  
Director of Outreach and Marketing  
Marketing and Communications Supervisor
11. **ABOLISHMENT OF AN UNUSED CLASSIFICATION**  
Instructional Lab Technician I – Learning Center
12. **DISCUSSION REGARDING MODIFICATION OF PERSONNEL COMMISSION AGENDA MATERIALS**
13. **EXTENSION OF OUT-OF-CLASS ASSIGNMENT**  
Vice President of Business Services – Oxnard College
14. **RECESS TO CLOSED SESSION**  
None
15. **RECONVENE IN OPEN SESSION**  
N/A
16. **PUBLIC COMMENTS REGARDING NON-AGENDA ITEMS**
17. **DATE AND TIME OF NEXT PERSONNEL COMMISSION MEETING**  
The date and time of the next scheduled meeting of the Personnel Commission is October 17, 2019, at 5:30 p.m. The meeting will take place in the Thomas G. Lakin Boardroom at the District Administrative Center at 761 E. Daily Drive, Suite 200, Camarillo, California.
18. **ADJOURNMENT**

Written materials relating to a Commission meeting item that are distributed to at least a majority of the Commission members less than 72 hours before a noticed meeting and that are public record not otherwise exempt from disclosure will be available for inspection at the District Administrative Center located at 761 E. Daily Drive, Camarillo, CA 93010 or at the Personnel Commission meeting.

Pursuant to the Federal Americans with Disabilities Act, if you require any special accommodation or assistance to attend or participate in the meeting, please direct your written request, as far in advance of the meeting as possible, to the office of Michael Arnoldus, Director of Employment Services/Personnel Commission  
Ventura County Community College District  
761 E. Daily Drive, Suite 200  
Camarillo, CA 93010  
(805) 652-5521



# VENTURA COUNTY COMMUNITY COLLEGE DISTRICT

## Personnel Commission

### Director's Report August 20, 2019 – September 13, 2019

Current Classified Selection Processes (Between 08/20/19 to 09/13/19)									
Job Title	Number of Applications	Location	Open Date	Closing Date	Type of Exam	T&E Completed By	Written / Performance Exam Date	Oral Exam Date9/13	Anticipated Certification Date
Administrative Assistant	203	Districtwide	06/13/19	06/27/19	Written/Performance Examination/Technical Interview	N/A	07/08/19 – 07/12/19	08/21/19	08/23/19
Assistant Registrar	120	VC	06/25/19	08/06/19	Training & Experience Examination /Technical Interview	08/15/19 – 08/21/19	N/A	09/06/19	09/09/19
Community College Police Officer I	30	Districtwide	07/29/19	08/12/19	Written/Performance Examination/Technical Interview	N/A	08/20/19	09/04/19	09/06/19
Executive Assistant to the Vice Chancellor (Confidential)	58	DAC	08/05/19	08/19/19	Written/Performance Examination/Technical Interview	N/A	08/28/19 – 08/30/19	09/11/19	09/13/19
Grant Accounting / Administrative Assistant	50	OC	08/15/19	08/29/19	Written/Performance Examination/Technical Interview	N/A	09/10/19	09/25/19	09/27/19
Human Resources Assistant – (bilingual) (second attempt)	141	DAC	08/05/19	08/20/19	Written/Performance Examination/Technical Interview	N/A	09/03/19 – 09/05/19	09/13/19	09/17/19
Instructional Lab Tech II – Nursing	7	MC	07/03/19	08/28/19	Technical Interview	N/A	N/A	09/17/19	09/18/19
Instructional Lab Tech II – Sciences	15	OC	08/07/19	08/21/19	Technical Interview	N/A	N/A	09/09/19	09/11/19
Office Assistant (Bilingual)	123	VC	07/08/19	07/23/19	Written/Performance Examination/Technical Interview	N/A	07/31/19 – 08/06/19	08/21/19	08/23/19
Physical Education – Athletic Equipment Manager	33	MC	08/02/19	08/18/19	Written/Performance Examination/Technical Interview	N/A	08/19-19 – 08/22/19	09/05/19	09/10/19
Registrar	35	VC	06/25/19	08/06/19	Training & Experience Examination /Technical Interview	08/15/19 – 08/21/19	N/A	09/11/19	09/13/19

**Current Classified Selection Processes (Between 08/20/19 to 09/13/19) (cont.)**

Job Title	Number of Applications	Location	Open Date	Closing Date	Type of Exam	T&E Completed By	Written / Performance Exam Date	Oral Exam Date	Anticipated Certification Date
Research Analyst	26	MC	09/05/19	09/22/19	Training & Experience Examination /Technical Interview	09/23/19 – 09/30/19	N/A	10/09/19 – 10/10/19	10/14/19
Senior Administrative Assistant	86	MC	07/11/19	07/28/19	Written/Performance Examination/Technical Interview	N/A	08/05/19 – 08/09/19	08/19/19	08/23/19
Student Services – Information Center (Bilingual)	66	OC	08/29/19	09/15/19	Training & Experience Examination /Technical Interview	09/16/19 – 09/23/19	N/A	10/03/19	10/07/19
Systems Administrator	23	Districtwide	07/23/19	08/07/19	Training & Experience Examination /Technical Interview	08/09/19 – 08/19/19	N/A	09/04/19	09/06/19
Tutorial Services Specialist II	32	MC	08/22/19	09/08/19	Training & Experience Examination /Technical Interview	09/09/19 – 09/16/19	N/A	09/23/19	09/25/19

**Current Classified Positions Filled (As of 09/13/19)**

Employees Hired	Classification	Position Number	Location	Status	Start Date
Chase, Dawn	Accounting Technician	VCU425	VC	Lateral Reassignment	09/03/19
Chinery, Roberta	Financial Aid Specialist	XCU379	OC	Transfer	09/09/19
Cuevas, Cynthia	Support Services Assistant – Disabled Students	MCU553	MC	Probationary (new)	09/09/19
Fredell, Alexander	Evening & Weekend Activities Assistant	VCU604	VC	Probationary (new)	08/26/19
Freeman, Alicia	Human Resources Assistant (Bilingual)	DCU154	DAC	Voluntary Demotion	08/22/19
Galvez, Hugo	Grounds Maintenance Worker	MCU438	MC	Probationary (new)	09/03/19
Gonzalez, Adriana	Student Success and Support Specialist II	MCU530	MC	Probationary (new)	08/26/19
Hernandez, Rebecca	Business Office Assistant I (Seasonal)	MCU308	MC	Probationary (new)	09/03/19
Maldonado, Laura	Student Success and Support Specialist II	XCU420	OC	Probationary (new)	08/26/19
McFadden, Bruce	Evening & Weekend Activities Assistant	VCU603	VC	Probationary (new)	08/26/19
Pineda, Emily	Admissions & Records Technician	XCU006	OC	Probationary (new)	08/26/19
Shrum, Cynthia	Dental Assistant	XCU123	OC	Probationary (new)	09/03/19
Thayer, Maria	Student Services Specialist – International Students	MCU145	MC	Probationary (new)	09/16/19
Wheatley, Anne	Student Success and Support Specialist II	MCU529	MC	Probationary (new)	09/10/19

Current Classified Positions Pending (As of 09/13/19)			
Classification	Position Number	Location	Date List Certified
Assistant Registrar	VCU027	VC	09/09/19
Community College Police Officer I	WCU001	Districtwide	09/06/19
Custodian	XCU040 MCU048	Districtwide	08/20/19 08/28/19
Executive Assistant to the Vice Chancellor (Confidential)	DCC055	DAC	09/13/19
Instructional Lab Technician II – Sciences	XCU334	OC	09/11/19
Office Assistant (Bilingual)	VCU598	VC	08/27/19
Performing Arts Center Technician I	VCU568	VC	07/31/19
Physical Education – Athletic Equipment Manager	MSC536	MC	09/06/19
Registrar	VSC119	VC	09/13/19
Senior Administrative Assistant	MCU506	MC	08/22/19
Systems Administrator	DCU276	DAC	09/06/19
Vice President of Business Services	XMC065	OC	08/07/19

Upcoming Recruitments		
Classification	Position Number	Location
Academic Data Specialist	MCU435	MC
Accounts Payable Technician	DCU003	DAC
Grounds Maintenance Worker	XCU430	OC
Library Assistant (second attempt)	MCU380	MC
Vice Chancellor, Human Resources	DMC055	DAC

Requested Position Classification Studies			
Classification	Location	Request Date	Status
Executive Assistant, Office of the Personnel Commission (Confidential)	DAC	02/20/19	In Progress
Accounting Technician	DAC	06/11/19	In Progress

VENTURA COUNTY COMMUNITY COLLEGE DISTRICT

**TO: THE PERSONNEL COMMISSION**

**FROM: MICHAEL ARNOLDUS  
DIRECTOR OF EMPLOYMENT SERVICES/PERSONNEL COMMISSION**

**SUBJECT: REVISION OF PERSONNEL COMMISSION RULE 292.2 – CLASSIFIED MANAGEMENT  
EMPLOYEES; REVISION OF PERSONNEL COMMISSION RULE 292.3 – LIMITED-  
TERM AND PROVISIONAL CLASSIFIED EMPLOYEES**

**EXPLANATION:**

The Director of Employment Services/Personnel Commission proposes that Personnel Commission Rule 292.2 and 292.3 be revised to improve clarity in the distinction between management and non-management assignments as it pertains to salary placement.

**REVISIONS:**

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**292.2 CLASSIFIED MANAGEMENT EMPLOYEES**

~~Not with standing~~Notwithstanding Section 292.1, new employees in regular and temporary classified management ~~positions~~assignments may be placed on any step of the salary range based on consideration of education and experience.

**292.3 LIMITED-TERM AND PROVISIONAL CLASSIFIED EMPLOYEES IN NON-MANAGEMENT ASSIGNMENTS**

Non-management ~~E~~employees who are serving in limited-term or provisional assignments shall be placed on the first step of the salary range of the assigned classification. Regular employees who are serving in limited-term or provisional assignments in a higher classification shall be placed on the first step of the salary range of the assigned classification or the step of the salary range of the assigned classification that provides them with at least a one-step increase in salary (whichever is higher). Former regular classified employees who are serving in limited-term or provisional assignments in the same classification or a lower classification in which the employee formerly held permanent status, or in a lower classification in the same classification series, shall be placed on the step of the salary range that is nearest to but not higher than the employee's salary at the time of separation of employment from their regular assignment with consideration given to increases applied to the salary schedule since the time of separation.

## VENTURA COUNTY COMMUNITY COLLEGE DISTRICT

## CLASSIFICATION TITLE: VICE CHANCELLOR, HUMAN RESOURCES

## BASIC FUNCTION:

Under the direction of the Chancellor, the Vice Chancellor, Human Resources serves as the ~~district's~~ District's chief human resources officer. The Vice Chancellor plans, directs, and administers the functions of the Human Resources Department, including labor relations, employee relations, academic recruitment and selection, staff diversity, contract administration, Title IX, and staff development ~~for academic and classified employees.~~

## REPRESENTATIVE DUTIES:

Manage the District's Human Resources function, including the planning, development, execution, and evaluation of human resources programs and activities, including labor relations, employee relations, academic recruitment and selection, Title IX investigations, and staff development.

~~Identify, plan, and establish goals, objectives, and direction of the district human resources management, labor relations, staff diversity, liability, and staff development programs and systems.~~ *E*

Serve as the advisor to the Chancellor pertaining to human resources management matters., ~~staff diversity, staff development, and employer/employee relations problems, issues and concerns.~~ *E*

Plan, organize, and administer a comprehensive labor relations program, including the conduct of negotiations with labor organizations and the development, administration, and interpretation of collective bargaining agreements; confer with the Board of Trustees, Chancellor, and management staff to develop collective bargaining proposals, policies, and strategies; serve as coordinator for collective bargaining activities; design, develop, propose, and implement a district plan for collective bargaining. *E*

Process classified and academic grievances according to the appropriate negotiated contract procedures; serve as liaison to labor organizations in analyzing problems and in developing alternative solutions; set up, maintain and evaluate grievance procedures, resolutions, costs, trends and related legal resources; direct and implement legal settlements and litigation involving employee discipline, legal actions and related issues, in conjunction with appropriate legal counsel; train management and other staff in procedures related to employee discipline, grievance and complaint resolution, mediation, and related legal requirements. *E*

Oversee investigation of complaints of discrimination and sexual harassment, including Title IX investigations. *E*

Oversee the development and administration academic recruitment and selection processes to ensure equal employment opportunity and diversity in the workforce. *E*

Revised September 2019

Classification established in the classified service - April 2019



## VICE CHANCELLOR, HUMAN RESOURCES (continued)

Review, analyze, and evaluate pending legislation, legal mandates, regulations, and guidelines which may affect the ~~district's~~ District's human resources related programs, functions, and activities. *E*

Plan, develop, and implement audit and evaluation procedures to ensure ~~the~~ human resources ~~management, labor relations, staff diversity, liability, and staff development~~ systems, processes, and procedures are pursued in a cost-effective and cost-beneficial manner. *E*

Plan, design, and establish employee assessment and evaluation procedures. *E*

Plan, design, implement, and continuously assess the systems for managing personnel records and other human resources data. ~~management, storage, and retrieval system.~~ *E*

Chair and provide leadership to the districtwide Equal Employment Opportunity (EEO) Advisory Committee and oversee associated EEO and staff diversity initiatives.

Conduct an annual service unit review that includes annual goal setting and use of metrics to measure success and support of ongoing institutional improvement. *E*

~~Review and implement hiring processes and make adjustments to assist all areas in promptly filling vacancies.~~ *E*

Oversee the development of ~~district~~ employee health and welfare programs. *E*

Plan, organize, and administer the ~~district~~ workers' compensation and liability programs. *E*

~~Plan, develop and conduct related training programs.~~ *E*

Perform other duties as assigned.

## KNOWLEDGE AND ABILITIES:

### KNOWLEDGE OF:

Principles, trends, methods, strategies, and procedures pertaining to human resource management, including labor relations, personnel selection, employee relations, liability, benefits, contract administration, and staff development

Principles, methods, techniques, and strategies of organizational planning, control, evaluation and forecasting

Modern data management, storage, and retrieval systems

Legal mandates, board policies, operational procedures, and guidelines appropriate to the administration of a comprehensive human resources management program

Research and development methods, techniques, and strategies, including assessment and evaluation design processes

Effective communication and public and human relations strategies, methods, and techniques

California Education Code, California Government Code, and district organization, operations, policies, and objectives

Local economic conditions and demographic statistics of the community

### ABILITY TO:

## VICE CHANCELLOR, HUMAN RESOURCES (continued)

Interpret and apply applicable federal, State, and local policies, laws, and regulations  
Develop and administer departmental goals, objectives, and procedures  
Plan, organize, direct, and manage a comprehensive human resources management ~~program and staff development system~~  
Analyze organizational problems, develop alternative solutions, and recommend and make sound and timely decisions  
Accurately interpret and administer legal mandates, policies, regulations, and negotiated agreements  
Effectively serve as a resource to employees pertaining to human resources-related problems, concerns, and issues  
Communicate effectively in oral and written form in the simplification of complex statistical and technical information and materials  
Understand and carry out oral and written directions with minimal professional direction  
Conduct negotiations and contract administration  
Train, supervise, and evaluate personnel  
Establish and maintain effective working relationships with those contacted in the course of work  
Lead and facilitate organizational change

### EDUCATION AND EXPERIENCE:

~~Education: A master's degree or the equivalent from an accredited college or university in business, human resources management, public administration, labor relations, or other related field~~

~~Experience: Five years of increasingly responsible human resources management experience, including experience in employer/employee relations, employee benefit programs, staff development, or related fields with direct responsibility for one or more of the areas supervised.~~

A master's degree from an accredited college or university in business, human resources management, public administration, labor relations, or other related field AND five years of human resources management experience, including professional experience in personnel recruitment and selection, labor relations, and employer/employee relations with responsibility for supervising one or more of these areas.

OR

A bachelor's degree from an accredited college or university in business, human resources management, public administration, labor relations, or other related field AND seven years of human resources management experience, including professional experience in personnel recruitment and selection, labor relations, and employer/employee relations with responsibility for supervising one or more of these areas.

OR

Any master's degree from an accredited college or university AND seven years of human resources management experience, including professional experience in personnel recruitment and selection, labor relations, and employer/employee relations with responsibility for supervising one or more of these areas.

**VICE CHANCELLOR, HUMAN RESOURCES** (continued)

OR

Any bachelor's degree from an accredited college or university AND nine years of human resources management experience, including professional experience in personnel recruitment and selection, labor relations, and employer/employee relations with responsibility for supervising one or more of these areas.

SUBJECT TO THE APPROVAL  
OF THE PERSONNEL COMMISSION

PERSONNEL COMMISSION  
VENTURA COUNTY COMMUNITY COLLEGE DISTRICT  
ESTABLISHMENT OF CLASS

**RECOMMENDATION:**

ESTABLISHMENT OF A NEW CLASSIFICATION

CLASSIFICATION TITLE:

Director of Outreach and Marketing

**ANNUAL SALARY RANGE:**

\$78,069-\$104,613/annual (Management Salary Schedule #90)

**BACKGROUND:** Oxnard College has identified the need to employ a person to manage the college's outreach program with the purpose of targeting additional potential student populations, both domestic and international. This includes cultivating relationships with community agencies to develop a domestic and international student outreach program. Further, the President requested that the subject position oversee the marketing efforts for the college. A classification detailing the proposed duties and responsibilities does not currently exist. Therefore, Personnel Commission staff recommends the establishment of a management-level classification to meet the needs of the college.

**BASES OF RECOMMENDATION:** An incumbent in the proposed classification will be responsible for planning, organizing, supervising, administering, and evaluating a broad set of activities pertaining to domestic and international student outreach programs, including the recruitment, retention, and coordination of support services for domestic and international students. In addition, this classification will be responsible for overseeing the development of college marketing materials and coordinating, planning and implementing marketing-related activities at the college. A classification description detailing the duties and responsibilities of the proposed classification is presented for approval in conjunction with this report.

The recommended salary is based on internal alignment. The proposed salary for the subject classification is aligned with Director of Outreach classification given that both classifications are responsible for planning, organizing, supervising, administering, and evaluating a broad set of activities pertaining to domestic and international outreach programs. Therefore, It is appropriate to allocate the new classification to Management Salary Schedule #90 (\$78,069-\$104,613/annual).

**VENTURA COUNTY COMMUNITY COLLEGE DISTRICT**

**CLASS TITLE:           DIRECTOR OF OUTREACH AND MARKETING**

**BASIC FUNCTION:**

Under the general direction of the President, plans, organizes, supervises, administers, and evaluates a broad set of activities pertaining to domestic and international student outreach programs, including the recruitment, retention, and coordination of support services for domestic and international students. In addition, oversees general supervision of college marketing materials and coordinates, plans and implements marketing-related activities that promote interest in programs, services, and events associated with the college.

**REPRESENTATIVE DUTIES:**

Plan, direct, supervise, and evaluate the student outreach activities to ensure that the Student Outreach Program's goals, objectives, and timelines are met and in alignment with the District and college's priorities and objectives; develop, oversee, and implement projects and programs specific to the recruitment, enrollment, support services, and successful retention of students. *E*

Develop and implement operational policies, procedures, and standards pertinent to the goals and objectives of the program; ensure compliance with established standards, requirements, laws, codes, regulations, policies, and procedures to meet state and federal requirements. *E*

Develop and manage program budgets; approve the allocation of resources. *E*

Manage the collection and analysis of data; oversee and participate in the preparation and submission of fiscal reports, program plans, progress reports, and other narrative and statistical reports as required and in accordance with District and external-agency requirements. *E*

Provide strategic direction relative to the planning, development, and implementation of the annual college marketing plan and targeted marketing campaigns; conduct college and community-based needs assessment activities including focus groups and administering assessment surveys; ensure college marketing activities are conducted in collaboration with outreach programs and the district-wide marketing function as appropriate. *E*

Oversee the design, creation, and editing of marketing and outreach materials for distribution to the public. *E*

Establish and implement 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*

Conduct evaluations to assess the effectiveness of all marketing strategies, programs, materials, and activities. *E*

Oversee the maintenance and posting of information on event calendars, marquees, portals, and social media platforms. *E*

## **DIRECTOR OF OUTREACH AND MARKETING (continued)**

Oversee and direct writing, coordination, monitoring, and tracking of online marketing initiatives, including ads, e-campaigns, search engine optimization, and web analytics. *E*

Coordinate outreach and marketing 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*

Oversee the photography of events for marketing-related purposes. *E*

Oversee the processing and monitoring of marketing-related purchase requisitions and invoices. *E*

Develop and implement an effective system of evaluation for the programs *E*

Develop and deliver presentations to various audiences. *E*

Serve as a District representative on various committees associated with outreach and marketing. *E*

Supervise program personnel. *E*

Perform related duties as assigned. *E*

### **KNOWLEDGE AND ABILITIES:**

#### KNOWLEDGE OF:

Principles, practices, and techniques relating to student outreach and marketing  
Philosophy, mission, and goals of the community colleges, secondary educational agencies, and the District  
District organization, operations, policies and objectives  
Community agencies and resources available to students  
Principles of strategic planning, program development, and program review  
Principles of marketing and outreach in higher education  
Principles of budget preparation and administration, including general and financial record-keeping  
Principles of management and supervision  
Office productivity software applications, including word processing, spreadsheets, email, and presentation and desktop publishing software  
Principles of English grammar, spelling, and composition  
Principles of business letter writing and report preparation  
Principles of supervision, training, and performance management

#### ABILITY TO:

Manage resources to accomplish long and short-term program goals  
Use independent judgment in the interpretation and application of laws, rules, regulations, policies, and procedures  
Exercise group leadership skills that emphasize collaboration, consensus building, conflict resolution, and program solving  
Collaborate with academic and classified personnel to develop strategies to enhance outreach and

## **DIRECTOR OF OUTREACH AND MARKETING (continued)**

marketing outcomes  
Demonstrate sensitivity to students, colleagues, and clients with diverse cultures languages, ethnic and socioeconomic backgrounds  
Learn and use standard office technologies, such as computer, scanners, and photocopiers  
Work independently with little direction  
Organize and prioritize work to meet schedules and timelines  
Lead, motivate, supervise, and evaluate the work of others  
Develop and administer complex budgets  
Communicate effectively, both orally and in writing  
Establish and maintain effective relations among faculty, staff, students, and administrators, as well as the community and local educational agencies  
Develop and deliver effective public presentations

### **EDUCATION AND EXPERIENCE:**

#### Minimum Qualifications

A bachelor's degree from a recognized college or university AND three years of professional experience in a combination of outreach and marketing functions.

#### Preferred Qualifications

Experience supervising or providing work direction to staff is preferred. The ability to speak, read, and write in both English and Spanish is preferred.

SUBJECT TO THE APPROVAL  
OF THE PERSONNEL COMMISSION

PERSONNEL COMMISSION  
VENTURA COUNTY COMMUNITY COLLEGE DISTRICT  
ESTABLISHMENT OF CLASS

**RECOMMENDATION:**

ESTABLISHMENT OF A NEW CLASSIFICATION

CLASSIFICATION TITLE:  
Marketing and Communications Supervisor

**ANNUAL SALARY RANGE:**  
\$62,952-\$87,432/annual (Classified Supervisor Salary Schedule #295)

**BACKGROUND:** District administration has identified the need to employ a person to supervise the day-to-day marketing and communications activities. A classification detailing the proposed duties and responsibilities does not currently exist. Therefore, Personnel Commission staff recommends the establishment of a supervisory-level classification to meet the needs of the district.

**BASES OF RECOMMENDATION:** An incumbent in the proposed classification will be responsible for supervising employees who participate in marketing and communications activities. In addition, this position will coordinate and implement marketing and communications activities of the District under the general direction of an administrator. A classification description detailing the duties and responsibilities of the proposed classification is presented for approval in conjunction with this report.

The recommended salary is based on internal alignment. The proposed salary for the subject classification is aligned with Program Coordinator II classification given that both classifications are responsible for supervising employees as well as coordinating and implementing activities of similar complexity, with no sole authority for approving the allocation of expenditures. Therefore, It is appropriate to allocate the new classification to Classified Supervisor Salary Schedule #295 (\$62,952-\$87,432/annual).



**VENTURA COUNTY COMMUNITY COLLEGE DISTRICT**

**CLASS TITLE:            MARKETING AND COMMUNICATIONS SUPERVISOR**

**BASIC FUNCTION:**

Under the general direction of an assigned administrator, coordinates and implements marketing and communications activities of the District.

**REPRESENTATIVE DUTIES:**

Coordinate marketing and communications functions to ensure that goals, objectives, and timelines are met and in alignment with the District's or college's priorities, objectives, policies, and standards. *E*

Develop and implement marketing and communications strategies; conduct marketing and communications needs assessments including consulting with clients, conducting focus groups, and administering assessment surveys. *E*

Conceptualize, research, plan, develop, design, and implement district marketing campaigns, including themes and content, project cost estimates, and timelines. *E*

Oversee and direct all phases of the design, production, and distribution of marketing assets and content (e.g: photos, graphics, videos, blogs, posts, etc.) *E*

Coordinate the collection and analysis of marketing data; develop, submit, and publish recommendations via narrative and statistical reports. *E*

Coordinate advertising campaigns and content marketing involving TV, radio, print media, social media, and other channels. *E*

Monitor the budget and make recommendations regarding the allocation of resources and expenditure of funds. *E*

Establish and maintain collaborative relationships and partnerships with business entities, community agencies, and media outlets. *E*

Establish and implement 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*

Develop and maintain a content marketing management calendar; manage and assign marketing requests; establish production timelines and calendars to ensure timely production. *E*

Write, edit, and distribute press releases, media advisories, newsletters, email campaigns, and other public written communications. *E*

Supervise marketing and communications personnel. *E*

Serve as the department representative on various committees and focus groups. *E*

## **MARKETING AND COMMUNICATIONS SUPERVISOR (continued)**

Perform other duties as assigned.

### **KNOWLEDGE AND ABILITIES:**

#### KNOWLEDGE OF:

Philosophy, mission, and goals of the community colleges, secondary educational agencies and the District  
Principles, methods, techniques, and strategies pertaining to marketing and communications in higher-education  
Principles of strategic planning  
Principles of budget preparation and administration  
Principles of employee supervision  
Office productivity computer applications including word processing, spreadsheet, email, and database applications  
Desktop publishing, graphic design, video editing, and web development software programs including the Adobe Creative Suite  
Methods and techniques of desktop publishing including layout, design, and printing  
Principles of English grammar, spelling, and composition  
Principles of business letter writing and report preparation

#### ABILITY TO:

Use independent judgement in the interpretation and application of rules, regulations, policies, and procedures  
Exercise group leadership skills that emphasize collaboration, consensus building, conflict resolution, and problem solving  
Exercise independent judgment in developing and implementing creative solutions to problems  
Lead, motivate, supervise, and evaluate the work of others  
Plan and design marketing campaigns  
Remain current on marketing trends  
Monitor and review complex budgets  
Communicate effectively, both orally and in writing  
Establish and maintain effective relations among faculty, staff, students, and administrators, as well as the community and local educational agencies  
Develop and deliver effective public presentations  
Plan and organize work to meet changing priorities and deadlines  
Learn and use emerging technologies

### **EDUCATION AND EXPERIENCE:**

A bachelor's degree from a recognized college or university AND four years of experience planning, designing, and coordinating marketing projects, strategies, and campaigns.

OR

A graduate degree from a recognized college or university AND two years of experience coordinating planning, designing, and coordinating marketing projects, strategies, and campaigns.

Experience supervising or providing work direction to staff is preferred.

VENTURA COUNTY COMMUNITY COLLEGE DISTRICT

TO: THE PERSONNEL COMMISSION

FROM: MICHAEL ARNOLDUS  
DIRECTOR OF EMPLOYMENT SERVICES/PERSONNEL COMMISSION

SUBJECT: ABOLISHMENT OF UNUSED CLASSIFICATIONS

**RECOMMENDATION:**

It is recommended that effective September 19, 2019 the following classification be abolished:

Instructional Lab Technician I – Learning Center

**BASIS OF RECOMMENDATION:**

There are no positions assigned to the classification listed above and the applicable department has indicated they will not assign positions to the classification in the near future. Therefore, it may be abolished.