POSITION PURPOSE

Reporting to the President, researches, creates, and implements strategies that communicate De Anza College's mission and priorities to internal stakeholders such as students, senior administrators, and constituency leaders, and to external stakeholders such as potential students, electronic and print media, and specific media markets. Oversees and integrates the entire development, marketing, and communications plan for the recruitment of over 50,000 students annually.

NATURE and SCOPE

The Director of Marketing/Communications and Development supervises the Senior Administrative Assistant, Graphic Design Coordinator, Graphic Design Technician, Media Relations/Editorial Coordinator, Associate Development Officer, student interns and employees, part-time casuals, and numerous freelance photographers, graphic designers, fund-raisers, special events coordinators, WWW production specialists, writers, and television producers.

The Director of Marketing/Communications and Development is responsible for formulating traditional policy, procedural, supervisory, and budgetary decisions involved in the college's marketing, communications, outreach, fund-raising and development operations; and developing internal and external goals and objectives for the office in consultation with the staff.

KEY DUTIES and RESPONSIBILITIES

1. Works with students, staff, and key administrators/managers from both colleges and the district, to research, develop, implement and evaluate quarterly recruitment/advertising campaigns.

2. Works with deans, college staff, designers, writers, photographers and printers to create and maintain a consistent image for major external and internal college publications.

3. Develops and maintain relationships with Bay Area, state, and educational institutions by way of print and electronic media.

4. Coordinate the writing, editing, distribution and newspaper clippings of releases. Attend professional media relation's workshops; conduct personal media tours; respond to media inquiries; and act as the college's main spokesperson to the media during crisis.

5. Works directly with the President and other key administrators to develop and implement major internal communication strategies that involve governing/decision-making and constituency groups.

6. Supports, implements, and promotes compliance with the District's Diversity and Equal Opportunity Plan in all aspects of employment and education; encourages cultural and ethnic diversity in staffing, curriculum, programs, and services.

7. Assures compliance with the District's Injury and Illness Prevention Program by providing motivation, incentives, and discipline to assigned staff; maintains a safe work environment, enforcing safe work practices, reporting and investigating accidents, maintaining necessary documentation, and requiring employees to receive mandated training.
EMPLOYMENT STANDARDS

Knowledge:

1. Marketing, communications, community relations and fund-raising as they relate to nonprofit, educational institutions.
2. Mission and objectives of the District and De Anza as they relate to marketing, community relations and recruitment.
3. Business management, leadership, and supervision.
4. Working knowledge of all applicable laws and regulations such as the California Educational Code, Federal and State Labor Laws.
5. Budget and Finance.

Skills and Abilities:

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, cultural, disability, religious background and sexual orientation of community college students, faculty and staff.
2. Communicate effectively both orally and in writing, including writing complex proposal and presentations.
3. Organizational skills including project management, problem solving and time management.
4. Provide leadership, management, Supervisory.

Experience and Education:

1. Bachelor’s degree in related field. Masters degree preferred.
2. 5 years marketing experience in higher education including three years experience in fund-raising for a non-profit institution.
3. Experience in working with multi-cultural population.

Working Conditions

Typical office environment; subject to travel to conduct work

Grade:  I
EEO-Category: H-11