Foothill-De Anza Community College District

Director, Marketing, Public Relations and Design Services

Department: Marketing
College: Foothill
Date: July 2000

POSITION PURPOSE

Reporting to the College President, oversees all marketing, public relations and publications of the college; develops and implements a strategic marketing plan for the college by integrating functions of public information, public relations, advertising, publications, and media relations. Generates enrollment through marketing activities and directs the production of all major college publications; serves as the college spokesperson to the news media and to the community. Provides leadership and information management in crisis situations and counsels the president, chancellor and board of trustees on public relations issues.

NATURE and SCOPE

The Director of Marketing, Public Relations and Design Services supervises the Senior Graphic Designer, Graphic Design Technician, Publications, Press and Promotion Coordinator, Typesetter/Graphic Production Technician, and Staff Assistant III.

The Director of Marketing, Public Relations and Design Services is responsible for developing the budget for Marketing, Public Relations and Design Services; preparing, awarding and overseeing bids for college publications. Serving as college spokesperson to broadcast and print media during campus/community crisis and major public events; assigning duties to classified staff; evaluating, hiring and recommending to Board of Trustees termination of classified staff. Developing specific marketing programs for individual programs and divisions, evaluating budgets, and surveying the campus and the community to evaluate the effectiveness of marketing, media campaigns, and college services.

KEY DUTIES and RESPONSIBILITIES

1. Develop and implement marketing and fund raising campaigns for the college and for specific programs.

2. Supervise editorial and design staff to create an effective publications and public relations program.

3. Oversee all major college publications; write, edit, budget, and direct their distribution.

4. Develop and maintain relationships with the Bay Area, state and educational institutions by way of print and electronic media.

5. Develop contacts with members of the media, community, and political leaders.

6. Counsel college president, deans and faculty and other key administrators on college marketing and public relations issues; implement major internal communication strategies that involve governing/decision making and constituency groups.

7. Support, implement, and promote compliance with the District’s Diversity and Equal Opportunity Plan in all aspects of employment and education; encourage cultural and ethnic diversity in staffing, curriculum, programs, and services.

8. Assure compliance with the District’s Injury and Illness Prevention Program by providing motivation, incentives, and discipline to assigned staff; maintain a safe work environment, enforcing safe work practices, reporting and investigating accidents, maintaining necessary documentation, and requiring employees to receive mandated training.
9. Performs related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge:

1. Marketing communications, public relations, and advertising; news writing, editing and script writing.
2. Fund raising as they relate to non-profit, educational institutions.
4. Printing, graphic design and web page administration.
5. Working knowledge of all applicable laws and regulations such as the California Educational Code, Federal and State Labor Law.
8. Computers: commonly used software and communication mediums.

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 proposals and producing written market-oriented material.
3. Leadership/ Management/ Supervisory/ Time management/ Organizational/ Problem solving.
4. Interpersonal skills.
5. Presentation skills.

Education and Experience:

1. Bachelor's degree in Journalism, public relations or other related field.
2. 3 years professional public relations, journalism or marketing communications work.
3. Management of a professional writing and design staff and of a comprehensive college public relations program.
4. Photography, word processing, and desktop publishing experience.
5. Professional writing and editing experience and extensive work with writers, photographers, graphic designers and printers.
6. Management of projects from start to finish.
7. Marketing in a non-profit institution preferred.
8. Experience in an educational institution preferred.

9. Experience working with multicultural populations preferred.

10. Experience working with legislators and legislative committees.

11. Experience in a “shared governance” organization preferred.

**Working Conditions:**

Typical office environment; subject to travel to conduct work

Date Approved:
Grade: I
EEO-Category: H-11