Program Coordinator II, Marketing and Communications

BASIC FUNCTION:
Under the direction of the Director, Marketing and Communications, provide overall direction and guidance to the day-to-day marketing operations, problem solving and decision making regarding an assigned marketing programs and projects. Implement program policies and guidelines; provide for program reporting and accountability; provide work direction and guidance to assigned staff; monitor program budgets.

REPRESENTATIVE DUTIES:

15. Provide overall direction and guidance to the day-to-day operations, problem solving and decision-making regarding an assigned program; implement marketing program policies and directives according to guidelines.

16. Coordinate and assists in the writing, production and distribution of publicity materials, brochures and flyers to various groups both on and off campus. Responsible for organizing and distributing campus information, such as internal newsletters and weekly college calendars of events as well as, working with community members to distribute information.

17. Provide work direction and guidance to assigned staff; assign work to students, employees, volunteers, and others.

18. Represent the college and the director at off-campus events, marketing and outreach activities. Coordinate the college’s presence at off-campus marketing venues and events.

19. Develop, recommend and implement marketing program plans and objectives; coordinate the implementation of Marketing services.

20. Assure program expenditures are within allocated budgets; monitor budgets; propose budget changes and participate in project budget applications as necessary.

21. Establish appropriate linkages to special populations or community groups; promote program through participation in advocacy groups, associations and other local, regional or national organizations.

22. Provide regular reports to management as requested; participate on program reviews; assure program compliance and effectiveness.

23. Serve as marketing liaison between program personnel, participants, clients, administrators, faculty and students; provide information, program requirements and other pertinent information.

24. Develop, coordinate, promote and oversee a broad range of marketing programs.

25. Develop outreach, promotional and other marketing materials.

26. Operate a computer and other office equipment as assigned.

27. Design, develop and deliver presentations for prospective students and community groups.

28. Serve as program administrator in the absence of program supervisors.

29. Perform related duties as assigned.
KNOWLEDGE AND ABILITIES:

**KNOWLEDGE OF:**

13. Planning and coordinating the day-to-day activities of assigned program.
15. Development and presentation of programs and workshops.
16. Applicable laws, codes, regulations, policies and procedures related to assigned program.
17. Budget monitoring and control.
18. Oral and written communication skills.
19. Principles of training and providing work direction to others.
20. Interpersonal skills using tact, patience and courtesy.
21. Operation of a computer and assigned software.

**ABILITY TO:**

16. 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.
17. Provide overall direction and guidance to the day-to-day operations, problem solving and Decision-making regarding an assigned program.
18. Implement program policies and guidelines.
19. Provide for program reporting and accountability.
20. Prepare comprehensive program reports and reviews.
21. Provide work direction and guidance to other program personnel.
22. Monitor program budgets.
23. Interpret, apply and explain rules, regulations, policies and procedures.
24. Establish and maintain cooperative and effective working relationships with others.
25. Operate a computer and assigned office equipment.
26. Analyze situations accurately and adopt an effective course of action.
27. Meet schedules and time lines.
28. Work independently with little direction.
29. Plan and organize work.
30. Remain current regarding trends in assigned field.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor's degree in a related field and two years related work experience.

WORKING CONDITIONS:

ENVIRONMENT:
20. Office environment.

PHYSICAL ABILITIES:
1. Hearing and speaking to exchange information and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Seeing to read a variety of materials.

DATE APPROVED: AUGUST 22, 2000
RANGE: N-52
EEO-CATEGORY: H-30