

**RIVERSIDE COMMUNITY COLLEGE DISTRICT
CLASSIFIED POSITION DESCRIPTION**

JOB TITLE: Marketing and Media Technician

BASIC FUNCTION: Under the supervision of the area manager, develops and implements online and social media marketing efforts to support outreach, special programs and projects, events, print media, e-newsletters, and other projects within the academic affairs division and in accordance with District standards and protocols, and in accordance with the college public affairs officer and RCCD Office of Strategic Communications & Relations.

PROVIDES WORK OR LEAD DIRECTION TO: Not applicable

REPRESENTATIVE DUTIES:

1. Develops and implements department marketing activities.
2. Develops, coordinates, and maintains a range of print and multimedia promotional and marketing materials for distribution to the public.
3. Handles the development, placement, and tracking of print and electronic advertising for various departments within the academic affairs division.
4. Creates multimedia artwork for marketing materials and web-based platforms.
5. In collaboration with District and college personnel, assists with social media efforts to maintain online visibility of academic affairs programs, grants, and special projects.
6. Coordinates marketing and media information in accordance with district procedures.
7. Disseminates marketing and media information through social media outlets as appropriate.
8. Provides assistance and coordinates with the appropriate District and college personnel related to graphics, photos and content maintenance of department websites.
9. Works with the appropriate college personnel to establish a system of analytics for web page utilization, provides periodic reports and makes recommendations to improve accessibility and increase utilization.
10. Establishes project schedules to ensure on-time completion.
11. Collaborates with the Office of Strategic Communications and Relations and supports the work of outside designers/consultants assigned to special projects.
12. Researches peripheral equipment and software for potential departmental usage
13. Participates in District provided in-service training programs.
14. Maintains a friendly, supportive atmosphere for students, staff, faculty and the public.
15. Performs other duties, related to the position, as assigned.

EDUCATION: An associate degree from a regionally accredited institution, preferably in public relations, multimedia, graphic design, or marketing. Additional qualifying experience as a multimedia artist, graphic designer or marketing professional may be substituted for the associate's degree on a year-for-year basis, with one year of full-time experience being equal to 30 semester or 45 quarter units of coursework.

EXPERIENCE: At least three years of directly related experience required

LICENSES/CERTIFICATIONS: None

KNOWLEDGE OF: Marketing communications and social media strategies and techniques, webpage layout and design, graphics design/technology, metadata, production printing, and office procedures. Advanced knowledge in computer graphic systems, including Adobe Acrobat, preferred. Understanding of social media and web based platforms required.

ABILITY TO: Understand graphic and design layout techniques; develop and present conceptual design drawings of shared ideas; manage multiple projects simultaneously with timely execution; create both print and electronic publications; implement effective marketing strategies; prepare effective advertising materials and related information to promote college/department activities; and operate various technologies including computers, scanners, digital cameras, video cameras, mobile devices, and printers.

OTHER: Candidate must demonstrate clear evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students, staff and the community.

| **CONTACTS:** Administrators, staff, faculty, community members, and students.

WORKING CONDITIONS: Normal office environment.

The Riverside Community College District is an equal opportunity employer and recognizes the need to provide reasonable accommodations to employees with disabilities. For more information, contact (951) 222-8039.