

## **MARKETING SPECIALIST**

### **BASIC FUNCTION**

Performs duties to support outreach, special programs and projects, events, print media, e-newsletters, web page development, and other projects within the assigned department; makes recommendations for marketing concept development, execution, and development; develops a diverse range of marketing materials.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from assigned area supervisor. May provide lead direction to temporary staff and/or student workers.

### **CLASS CHARACTERISTICS**

This classification is responsible for independently performing technical duties in support of the assigned department. Employees at this level exercise judgment and initiative in assisting in the outreach and social media marketing efforts to encourage enrollment and participation in District programs and activities; employees receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the department.

### **EXAMPLES OF TYPICAL JOB FUNCTIONS**

1. Assists with the development and implementation of the overall strategic marketing plan for the department; makes recommendations for overall concept development, creative execution, production processes, media selection, and placement strategies.
2. Coordinates marketing and public relations activities, including outreach to colleges and elementary, middle, high school, adult schools, business partners, and the community at large; coordinates and participates in college and career fairs and community events; develops and maintains contact database(s) for events, career industries, newsletters, business partners, and community partners.
3. Assists with the development of the messaging and positioning strategies for the District/college brand; ensures brand consistency across all messaging platforms and channels; makes recommendations for alignment of individual initiatives with overall brand position; monitors marketing trends and uses emerging trends to recommend innovative approaches to grow the brand for key audiences.
4. Develops, coordinates, and maintains a full range of print and multimedia marketing materials available to staff and faculty for distribution to the public and/or students; establishes project schedules to ensure timely completion of marketing materials.
5. Works with the appropriate District personnel to establish a system of analytics for web page utilization; provides periodic reports and makes recommendations to improve accessibility and increase utilization.
6. Utilizes staff/faculty ideas to produce web page content, digital and print artwork and documents while working with strict deadlines and using various graphic design software; develops and designs the bi-monthly newsletter; writes and determines content; distributes and tracks results.
7. Works collaboratively to identify internal and external marketing opportunities and solutions; provides responses to inquiries from students, parents, high schools, community organizations, business partners, and the public; collaborates to support the work of outside designers/consultants assigned to special projects.

8. Tracks printing budget expenditures; maintains inventory of printed marketing materials and orders re-prints, as needed.
9. Researches peripheral equipment and software for potential departmental usage.
10. Participates in District-provided in-service training programs.
11. Performs other related duties as assigned; specific duties not listed does not exclude them for this classification if the work is similar or related.

## **QUALIFICATIONS**

### **Knowledge of:**

1. Marketing communications and social media strategies and techniques.
2. Principles of webpage layout and design and content management.
3. Principles of graphic design.
4. Methods, practices, and terminology of the printing and print production industry.
5. Operational characteristics of web authoring and graphics, and image editing software programs.
6. Digital image processes, including color, balance, layout technique, typesetting, and offset and printing parameters.
7. Advanced principles, practices, methods, and techniques of graphics and publication design and computer graphic systems, including Adobe Creative Suite.
8. Use and application of social media and web-based platforms relative to marketing strategies.

### **Ability to:**

1. Implement graphic design layout techniques.
2. Develop and present conceptual design drawings of shared ideas.
3. Create both print and electronic publications.
4. Prepare effective advertising materials and related information to promote college/department activities; produce print and digital media publications.
5. Design flyers, web banner ads, social media images, e-newsletters, postcards, and banners.
6. Implement effective marketing strategies.
7. Operate various technologies including computers, scanners, digital cameras, video cameras, mobile devices, and printers.
8. Prepare clear and concise communications aligned with the District's priorities.
9. Establish and maintain a variety of filing, record keeping, and tracking systems.
10. Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
11. Exercise independent judgment within general policy and procedural guidelines.
12. Effectively use computer systems, software applications relevant to work performed, and business equipment to perform a variety of work tasks.
13. Communicate effectively in the course of performing work tasks.
14. Establish, maintain, and foster effective working relationships with those contacted in the course of work.
15. Demonstrate clear evidence of sensitivity and understanding of the diverse academic, socio-economic disability, and ethnic backgrounds of students, staff, and the community.
16. Provide efficient, high-level customer service to the public, vendors, contractors, and District personnel.

### **Education and Experience:**

An associate's degree with coursework in public relations, multimedia, graphic design, or marketing and three (3) years of graphic design experience; or an equivalent combination of education, training, and/or

experience.

**Licenses and Certifications:**

None.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This classification primarily works in an office and standing in and walking between work areas is occasionally required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Employees in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 20 pounds.

The essential functions of this classification must be performed by the incumbents with or without reasonable accommodations.

**ENVIRONMENTAL CONDITIONS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset individuals in interpreting and enforcing departmental policies and procedures.