

VICTOR VALLEY COMMUNITY COLLEGE DISTRICT

CLASS TITLE: DIRECTOR OF MARKETING & PUBLIC INFORMATION

BASIC FUNCTION:

Under the direction of the Superintendent/President, plan, organize, direct and control the comprehensive public information and marketing program for the College; enhance the image of various aspects of the College; assist in developing and successfully implementing an integrated fund-raising approach which supports the financial needs and long-range development objectives of the District; establish, maintain and enhance positive working relationships with public officials, business, community, state and federal legislators, service clubs, and other community groups and organizations; supervise and evaluate the performance of assigned staff.

REPRESENTATIVE DUTIES:

Plan, organize, direct and control the comprehensive public information and marketing program for the College. *E*

Enhance the image of various aspects of the College; write, design and lay-out College catalogs and schedules; edit publications, documents, releases, newsletters, college magazine, and other materials as directed. *E*

Develop marketing plans for the District; communicate with the media and District personnel and Committees to analyze goals and objectives, current market conditions, and planned strategies to meet current goals and objectives. *E*

Assist in developing and successfully implementing an integrated fund-raising approach which supports the financial needs and long-range development objectives of the District; plan, direct, develop and successfully implement comprehensive campaigns to raise funds for a variety of district priorities, including but not limited to annual campaign, planned giving, special events, major gifts, mail campaign, and capital campaign; design and implement development activities for annual and long range fundraising strategies. *E*

Participate in community events; develop and maintain effective relationships with current major donors, while systematically increasing the number of major donors. *E*

Identify potential fund-raising sources and expand the organization's donor base; initiate contact with potential donors and develop appropriate cultivation strategies; develop a data base which includes current donors, prospective donors, community agencies and volunteers as well as an accounting and acknowledgement system for donations and volunteers; direct preparation of fund

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raising proposals, special and routine campaign literature, solicitation materials and donor acknowledgment letters. *E*

Prepare detailed plan for pro-active and reactive response to the media, the public and the College's need for information and promotion as determined by the district including press releases, press conferences, internal/external newsletters, publications, catalogs and others; assure fair, complete and accurate promotion, reporting and access are maintained. *E*

Provide consultation and resource material for the administration team, the Board, department officials, faculty and staff; provide direct consultation, written inclusions, research or direct interventions as assigned. *E*

Provide information to staff as necessary regarding new and proposed legislation; prepare letters and editorials, and make telephone calls and personal visits as needed. *E*

Research and prepare official news releases, feature stories and related communication devices for various departments of the District. *E*

Supervise and evaluate the performance of assigned staff; lead periodic staff meetings, personal visitations, directives, and training and planning sessions. *E*

Coordinate advertising campaign and rate structures within the limits of the budgets; determine and purchase efficient and effective time slots in the media to successfully disseminate messages to the public. *E*

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Develop assigned budget; monitor and control expenditures; maintain related record. *E*

Videotape and photograph a variety of events, or aspects of the College for television public service programs, campus use and general public announcements.

Obtain professional and community organizational involvement to assure effective overall communications.

Assist campus and community groups in public relations efforts related to planning and facilitating information; assist with marketing and promotion of the function.

Operate a computer terminal and typewriter to perform assigned duties.

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Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Marketing principles and advertising methods.

Communication skills.

Writing and editing techniques.

Graphic design and lay-out skills.

Photography and videotaping techniques.

Fund development methods and activities employed in an academic setting; specifically annual campaigns, capital campaigns, endowments, major gifts, deferred giving, pooled income accounts and special events.

Legal and fiscal factors related to public foundations.

Donor tracking and recognitions systems, such as computerized donor data base systems.

Laws, rules and regulations related to assigned activities.

Research methods and report writing techniques.

Oral and written communication skills.

Record-keeping techniques.

Budget preparation and control.

Principles and practices of supervision and training.

Interpersonal skills using tact, patience and courtesy.

District organization, operations, policies and objectives.

Operation of a computer terminal.

ABILITY TO:

Plan, organize, direct and control the comprehensive public information and marketing program for the College.

Enhance the image of the College.

Prepare and edit a variety of public information and marketing material

Plan, organize, direct, and coordinate the resource development functions of the District.

Prepare and deliver oral presentations.

Maintain current knowledge of program rules, regulations, requirements and restrictions.

Supervise and evaluate the performance of assigned staff.

Communicate effectively both orally and in writing.

Read, interpret, apply and explain rules, regulations, policies and procedures.

Plan and organize work.

Meet schedules and time lines.

Work independently with little direction.

Establish and maintain cooperative and effective working relationships with others.

Operate a computer terminal.

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EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in communication, marketing or related field and five years experience in public information and marketing including two years experience in a supervisory capacity.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

Office environment.

Position required dexterity of hands and fingers to operate computer keyboard.