

Communications & Marketing Manager
Bakersfield College
Kern Community College
District JOB DESCRIPTION

Definition

Under the direction of the Director, Communication and Community Relations, the Communications and Marketing Manager is responsible for overseeing and handling the areas of internal and external communications; public information; social media, college website, publications and printed materials.

Examples of Duties

1. Provide counsel and technical assistance to College President, Vice Presidents, and other staff regarding communication, public relations, along with current and future marketing issues which impact the College, its personnel, and procedures.
2. Establish and maintain internal and external communication networks and documents for the College.
3. Compose, develop, and prepare communication for dissemination via speeches, correspondence, talking points, announcements, and other oral or written communications for the College President.
4. Create, edit and manage content such as graphics, photography, video, and text to ensure it remains relevant, current and has a consistent style and voice; ensure appropriate metadata is maintained for the content; manage the clearance and proofreading processes for all college content publishing.
5. Determine the need for general campus and specific program marketing; create and initiate marketing and promotional campaigns to meet these needs.
6. Serve as college spokesperson to news media, including preparation of news releases.
7. Plan and manage area budget resources.
8. Manage and maintain college social media presence; train faculty and staff on appropriate use of social media; monitor social media channels to ensure compliance with guidelines.
9. Coordinate and supervise the college website and design, preparation, content development and distribution of all college publications and information to assure accuracy.

Examples of Duties (continued)

10. Monitor and coordinate all campus-wide and community outreach activities.
11. Actively participate in Management Team assignments and activities as requested by the College President.
12. Serve on administrative and college boards, committees, and task forces and perform other related duties and special projects as assigned by the College President.

Minimum Qualifications

- Bachelor's Degree from an accredited college/university or equivalent, preferably in communications, journalism, marketing, business, or a related field plus five years' experience. Proof of significant experience in public relations, marketing or media may be substituted for the degree requirement.
- Three years in directing public relations or marketing programs.
- A working knowledge of print and electronic media, ability to write and speak effectively, ability to work harmoniously with a wide variety of people, and have the knowledge of and commitment to the mission of the community colleges.
- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.

Knowledge and Abilities

Knowledge of:

- Practices, methods and procedures involved in developing, implementing and conducting public relations, strategic communications, marketing and awareness activities.
- Public relations practices, procedures, techniques and terminology.
- Policies, goals and objectives of College operations, programs and activities.
- Principles, practices and techniques involved in the research, organization, composition and design of news releases, newsletters and informational materials.
- Methods of collecting and organizing data and information.
- Budget preparation and control.
- Interpersonal skills using tact, patience and courtesy.
- Correct English usage, grammar, spelling, punctuation and vocabulary.

Knowledge of (continued)

- Operation of a computer, desktop publishing equipment and assigned software.
- Record-keeping and report preparation techniques.
- Public speaking techniques.
- Establish a social media strategy and oversee content development. Analyze social media trends to drive future social media strategy.

Ability to:

- Oversee the ongoing development and implementation of the college website.
- Oversee the ongoing development and implementation of college social media strategy and sites.
- Develop, implement, and conduct public relations, strategic communications, marketing and awareness activities to enhance community understanding of College objectives, services and activities.
- Compose, develop, and prepare communication for dissemination via speeches, correspondence, talking points, announcements, and other oral or written communications for the College President
- Research, organize, compose, and design press releases, newsletters, and informational materials for distribution to the local news media and publication in the community.
- Prepare and deliver oral and written presentations.
- Meet and confer with personnel, administrators, students, and the public to obtain and determine information for publication and promotion.
- Meet and confer with faculty regarding promotion of their courses and programs.
- Serve as a liaison and coordinate communications and information between the College President, other administrators, personnel, print and broadcast media, and the public.
- Monitor legislature and city/county actions affecting College operations and activities.
- Learn College organization, operations, policies and objectives.
- Analyze situations accurately and adopt an effective course of action.
- Maintain records and prepare reports.
- Plan and organize work, working independently with little direction and meeting schedules and time lines.
- Establish and maintain cooperative and effective working relationships with others.

Working Conditions

Environment: Office

Licenses: Valid California driver's license.

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Working Conditions (continued)

Seldom—Less than 25 percent = 1

Often—51-75 percent = 3

Occasional—25-50 percent = 2

Very Frequent—76 percent and above = 4

Ratings	Essential Physical Requirements
4	Ability to work at a desk, conference table or in meetings of various configurations.
3	Ability to stand for extended periods of time.
3	Ability to sit for extended periods of time.
4	Ability to see for purposes of reading printed matter.
4	Ability to hear and understand speech at normal levels.
4	Ability to communicate so others will be able to clearly understand a normal conversation.
2	Ability to lift 10 pounds.
2	Ability to carry 10 pounds.
3	Ability to operate office equipment.

Status/Rationale

This is a classified administrator position.

Signatures/Approval

(Employee's Signature)

(Date)

(Supervisor's Signature)

(Date)