

Director, Marketing and Public Relations
Bakersfield College
Kern Community College District
JOB DESCRIPTION

Definition

Under the direction of the College President, the Director, Marketing and Public Relations, is responsible for administrative leadership in the areas of internal and external communications, public relations, public information, and publications. These areas include the Marketing and Public Relations Office, and the general information desk in the Administration Building lobby.

Examples of Duties

1. Provide counsel to President, Vice Presidents, and other staff regarding communication, public relations, and marketing issues--current and future, which impact the College, its personnel, and procedures.
2. Establish and maintain internal and external communication networks for the College.
3. Develop, implement, and maintain the College Communication Plan and the College Strategic Marketing and Outreach Plan.
4. Compose, develop and prepare for the dissemination of speeches, correspondence, talking points, announcements, and other oral and written communications for the President; confer with the President regarding and adjust communications in response to public relations needs; provide technical assistance to the President regarding public relations strategies, needs, and issues.
5. Determine the need for general campus and specific program marketing; create and initiate marketing and promotional campaigns to meet these needs.
6. Act as campus spokesperson to news media.
7. Meet and confer with personnel, administrators, students and the public to obtain and determine information appropriate for publication and promotion; collaborate with administrators in the development and implementation of promotional and public relations goals, objectives, strategies, time lines and priorities; attend, photograph and report on College-related events and activities.

Examples of Duties (continued)

8. Provide direct supervision and evaluation of personnel in the College Marketing and Public Relations Office, and information desk.
9. In coordination with the Vice President, Student Learning, and Vice President, Student Services, supervise the design, preparation, content development and distribution of all campus publications, including the Course Catalog and Schedule of Classes.
10. Plan and manage area budgetary resources.
11. Develop and maintain good relations with the media and community.
12. Establish and maintain liaison with administration, departments, and areas regarding the services provided by the Marketing and Public Relations Office.
13. Provide publicity and publications support for College projects, both on and off campus.
14. Write and distribute news releases for College events to all appropriate media.
15. Act as a liaison between faculty, staff, and media, arranging news conferences, radio and television programs, and news interviews.
16. Serve on administrative and campus boards, committees, and task forces.
17. Perform other related duties and special projects as assigned by the President of the College.

Minimum Qualifications

- Bachelor's Degree from an accredited college/university or equivalent, preferably in communications, journalism, marketing, 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.
- Practices and procedures involved in the preparation and dissemination of news releases.
- 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.
- Oral and written communication skills.
- Budget preparation and control.
- Interpersonal skills using tact, patience and courtesy.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Operation of a computer, desktop publishing equipment and assigned software.
- Record-keeping and report preparation techniques.
- Public speaking techniques.

Ability to:

- 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 for the dissemination of speeches, correspondence, talking points, announcements, and other oral and written communications for the President.
- Research, organize, compose, and design press releases, newsletters, and informational materials for distribution to the local news media and publication in the community.
- Meet and confer with personnel, administrators, students, and the public to obtain and determine information for publication and promotion.
- Serve as a liaison and coordinate communications and information between the President, other administrators, personnel, print and broadcast media, and the public.
- Monitor legislature and activities affecting College operations and activities.
- Learn College organization, operations, policies and objectives.
- Prepare and deliver oral presentations.
- Operate a computer and assigned software.
- Analyze situations accurately and adopt an effective course of action.
- Work independently with little direction.
- Maintain records and prepare reports.
- Plan and organize work.

Knowledge and Abilities (continued)

- Meet schedules and time lines.
- Communicate effectively both orally and in writing.
- 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.

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)