

**MT. SAN ANTONIO COMMUNITY COLLEGE DISTRICT**

**SALARY SCHEDULE: A**

**SALARY RANGE: 124**

**CLASS TITLE: COORDINATOR - MARKETING AND COMMUNICATION**

**BASIC FUNCTION:**

Under the direction of the Director – Marketing and Communication, provide assistance related to planning and executing the College’s strategic marketing efforts, which includes: preparing and placing advertising, writing promotional and informational materials for print and Web marketing communication, and securing placements in the news and educational media to position Mt. SAC as an outstanding academic and vocational institution.

**REPRESENTATIVE DUTIES:**

**ESSENTIAL DUTIES:**

Assist in planning and executing the College’s strategic marketing efforts; assist in implementing marketing and communication strategies to raise student, employee and public awareness of the College’s programs, services, accomplishments, activities and goals.

Execute media buys, develop print and broadcast advertisements and write promotional and informational materials for print and Web marketing communications to enhance the image of the College and to promote its programs and services.

Work cooperatively with news reporters and editors and coordinate campus visits to enhance the public’s understanding of and appreciation for Mt. SAC and its mission.

Secure strategic news, feature and editorial placements in the general, ethnic and educational media markets to promote achievements and advocate the College’s position on public policy matters relative to higher education.

Research, organize and prepare press releases, news articles and opinion articles.

Schedule and coordinate editorial board visits, as appropriate, with local and regional editors to promote Mt. SAC’s perspective on public policy matters and initiatives.

Coordinate special events (e.g. groundbreaking/building dedication ceremonies) and public information exhibits to the institution and its programs.

Consult with managers and academic personnel to assess their marketing needs and recommend appropriate strategies.

Edit, proofread and coordinate production of major publication and collateral material to ensure product quality, consistency and accuracy.

Coordinate evaluation processes, including focus groups, to assess the effectiveness of Mt. SAC’s marketing efforts and to identify improvement strategies.

**OTHER DUTIES:**

**Approved by CSEA 262**

April 2006

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Planning and implementing of strategic marketing and communication activities.  
Strategic marketing principles, models, techniques and terminology.  
Message strategy and development.  
Research methods for the preparation of informational materials and advertising copy.  
How the news and special interest media work.  
Media contacts.  
Production process for creative and collateral development.  
Multiple writing styles: journalistic, promotional, advocacy and business.  
Interpersonal skills exercising tact, patience and courtesy.  
Correct English usage, grammar, spelling, punctuation and vocabulary.  
Operation of a computer, desktop publishing equipment and assigned software.

**ABILITY TO:**

Communicate effectively both orally and in writing.  
Write persuasively and in all the major forms (journalistic, promotional, business, advocacy)  
Tailor messages and collateral materials to different audiences.  
Interpret marketing research and apply appropriately to marketing strategies and campaigns.  
Organize and conduct focus groups to evaluate the effectiveness of marketing efforts.  
Proofread and coordinate product quality.  
Pitch stories and secure substantive media placements.  
Execute media buys.  
Craft messages and prepare media position statements.  
Organize and coordinate special events.  
Work independently with little direction, while exercising discretion and good judgment.  
Multi-task while maintaining a high level of excellence, accuracy and timeliness.  
Work in a team structure and able to collaborate and interface at all levels of the institution.  
Establish and maintain cooperative and effective working relationships with College and external clients.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: bachelor's degree in communications, marketing, public relations, journalism or related field and four years increasing responsibility in marketing and public relations. Agency experience preferred; experience in the educational and service marketing sector is highly desirable.

**LICENSES AND OTHER REQUIREMENTS**

Valid California driver's license.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Fast-paced, busy office environment.

**August 2013**

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Collaborative environment; team structure.

Driving a vehicle to conduct work.

**PHYSICAL DEMANDS:**

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information and make presentations.

Seeing to read a variety of materials and view a computer monitor.

Sitting for extended periods of time.

Lifting of presentation equipment/materials; loading/unloading vehicle.