

**Director, Marketing  
Bakersfield College  
Kern Community College District  
JOB DESCRIPTION**

### **Definition**

Under the direction of the Executive Director, Government Relations and Development and the College President, the Director of Marketing is responsible for overseeing and handling the areas of internal and external communications, public information, social media, college website, publications and printed materials. The Director develops marketing strategies and composes internal and external communications in partnership with college leadership.

### **Examples of Duties**

1. Assists and provides technical expertise 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. Plan and manage area budget resources.
7. 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.
8. Coordinate and supervise the college website and design, preparation, content development and distribution of all college publications and information to assure accuracy.

### Example of Duties (continued)

9. Assist in recruitment, selection, orientation, and evaluation of support staff in the marketing department.
10. Supervise and coordinate department planning and operations; personnel supervision, including development and evaluation of all support staff.
11. Develop, implement, and monitor the annual plans and budgets expenditures.
12. Determine the need for general campus and specific program marketing; create and initiate marketing and promotional campaigns to meet the needs of the general campus and specific programs.
13. Market the College and assigned programs to the College community and general public.
14. In coordination with the College Vice Presidents supervise the design, preparation, content development and distribution of all campus publications including Course Catalog and Schedule of Classes.
15. Create and distribute news releases to all appropriate media, act as liaison between faculty, staff, and media, arrange news conferences, television and radio appearances, and news interviews.
16. Performs other duties as assigned or required.

### **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.
- 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.

#### Knowledge and Abilities (continued)

- 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.
- 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.
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#### 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 timelines.
- Establish and maintain cooperative and effective working relationships with others.

**Working Conditions**

Environment: Office

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
3	Ability to work at a desk, conference table or in meetings of various configurations.
1	Ability to stand for extended periods of time.
4	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.
3	Ability to communicate so others will be able to clearly understand a normal conversation.
1 or 2	Ability to lift 10 pounds.
1 or 2	Ability to carry 10 pounds.
4	Ability to operate office equipment.

**Status/Rationale**

This is a classified management position.

**Signatures/Approval**

\_\_\_\_\_  
 (Employee's Signature)

\_\_\_\_\_  
 (Date)

\_\_\_\_\_  
 (Supervisor's Signature)

\_\_\_\_\_  
 (Date)