

ANTELOPE VALLEY COMMUNITY COLLEGE DISTRICT

MARKETING SPECIALIST

Salary Range 20

BASIC FUNCTION:

Under the direction of the Executive Director, Marketing & Public Information, creates, maintains and coordinates the college's printed and electronic marketing communications through use of the website, e-mail, digital advertisement, social media and printed publications. The specialist will develop content for the college publications and employ electronic communications technologies in order to promote the college and communicate effectively with its many publics. The Marketing Specialist is responsible for planning, organizing and implementing a well-structured and coordinated marketing presence for AVC. The specialist develops, designs, writes, and photographs and coordinates the productions of a variety of college publications; complies, organizes, and coordinates input from a variety of sources to produce institutional print and online publications for the District. In collaboration with marketing staff, college faculty, and other district employees, researches, develops, designs, and directs publications of printed and online materials for the recruitment and retentions of students and staff, and for the promotion of a wide variety of college programs and events, including website, social media, electronic signage, e-communication and printed materials.

REPRESENTATIVE DUTIES: *E= indicates essential duties of the position*

- Directs the development, design and production of college publications; compiles, organizes, and edits input from a variety of sources to produce publications for the District. (E)
- Initiates, writes and edits college-level content, including articles, feature stories, news stories, covering events, awards, and other college accomplishments; annual reports to promote and communicate the activities and functions of the college for distribution via multiple communications channels (print, email, social media, web, etc.) (E)
- Writes and edits collateral in support of events that inform, engage, cultivate, recognize and steward the program. (E)
- Manages relationships with external vendors such as photographers, videographers, web consultants, etc.
- Supports the enforcement of brand and editorial standards.
- Collaborates with others as necessary to coordinate project details and ensure the successful completion of printed and online materials. (E)
- Compiles, organizes, and coordinates the production of institutional print and online publications; provides technical expertise to faculty, staff and administrators regarding graphics work requests. (E)
- Maintains a variety of complex files and records; assists in maintaining budget and other financial records; records expenditures, transfers funds and maintains current account balances for department. (E)
- Coordinate, produce and publish content for the District web and social media sites as assigned. Maintain presence and integration on social media sites and ensure content is current. (E)
- Manage the college's social media efforts to reinforce AVC's brand, increase followers and generate good will. (E)
- Collaborates with District Web Developer for the creation of page formats, content and applications for the district website. (E)
- Collaborate with members of the college community on utilizing electronic communications for recruitment and promotional activities. (E)
- Provide assistance to college web content providers on how to write, create and maintain effective web content. (E)
- Review website content to ensure it meets college standards for style and communications goals. (E)
- Manages college digital signage and electronic billboard to insure accuracy, timeliness and community outreach. (E)

- Maintains and updates statistical reporting requirements for the CCCAA, Western States Conference and the SCFA provided by the athletic department. (E)
- Photograph and report on events when assigned. (May include some evening events)
- Prepares promotional and public relation materials for the AVC Athletic Department such as annual media guides, game programs, golf tournament publications, and community camp support and department clinics.
- Assist the Executive Director in providing appropriate interface between the college and community, news media, elected officials, business and industry, students and the general public.
- Supervise and schedule student workers for assisting with marketing and public information activities
- Plans and promote special events. (E)
- Performs other related duties as may be assigned. (E)

EDUCATION AND EXPERIENCE: Any combination equivalent to: a bachelor's degree from an accredited college or university and direct experience in writing, photography and production of variety of materials, including printed materials, social media, e-communication, web-based designs and digital publications. Experience in sports or other journalism specialties desired.

KNOWLEDGE OF:

Principles of effective communication.

Principles of marketing and advertising design.

Principles and implementation of graphic identity programs.

Methods, practices, and procedures used in digital photography, composition, and photo editing

Methods, practices, terminology, and procedures used in print design.

Use of colors, inks, and paper stock, and electronic design tools.

Methods, practices, terminology and procedures used in Web page development and other electronic technologies.

Internet applications, Web browser features, search engines, graphic file formats, Web authoring tools and content management systems

Principles of website design and publication.

Methods, practices, terminology, and procedures used in video production.

Correct, English usage, grammar, spelling, punctuation, vocabulary, and written communication practices.

Modern office practices, procedures, and equipment.

Financial and statistics Record keeping techniques.

ABILITY TO:

Coordinate the production of digital and printed College publications.

Estimate costs and analyze cost effectiveness of piece prior to publication.

Use photo equipment for purposes of preparing camera-ready materials and items.

Operate a computer of a variety of software packages such as Adobe After Effects, In Design, Illustrator, Photoshop & Premier, and Microsoft Excel, PowerPoint, and Word.

Manage and monitor current and emerging social media platforms.

Organize information for effective presentation on the Web and through other electronic media

To exhibit well developed organizational and interpersonal skills.

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

Work independently with little direction.

Establish and meet schedules, timeline, and deadlines.

Establish and maintain cooperative working relationships.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES: Provides work direction to student, hourly or contract workers – no permanent full-time staff to supervise.

CONTACTS: Marketing Staff, College Faculty, other District employees, students, journalists, contractors and printers.

PHYSICAL EFFORT:

Requires the ability to exert some physical effort, such as walking, standing and light lifting
Minimal dexterity in the use of fingers, limbs and body in the operation of office equipment.
Tasks require extended periods of time at a keyboard.

WORKING CONDITIONS:

Normal office environment.