

Ohlone Community College District



Marketing Lead

POSITION

Reports directly to the Director of College Advancement. Under direction, coordinates marketing for the District. Works with the Director to develop annual campaign and schedules. Executes district's advertising campaigns, managing advertising and publication projects to completion. Assists in public relations by coordination of press releases, press conferences and other publicity. May require some evening, weekend, or off-campus work.

SUPERVISION EXERCISED

Provides appropriate supervision of student interns assigned to office. Serves as team leader for Office of College Advancement, with some oversight responsibility

EXAMPLES OF DUTIES AND RESPONSIBILITIES

Assist divisions, departments and the College Foundation in developing and implementing program-specific marketing strategies and campaigns, including coordinating content development, design, production and distribution of publication projects and advertising projects, and planning and supervision of events and promotions;

Assist divisions and departments with content development of advertising and publicity materials;

Assist in arranging media opportunities and press conferences;

Represent the District at various community events;

Work with outside vendors on printing projects and provides printing quotes;

Develop media schedules;

Coordinate, purchase and track advertising;

Arrange for photographs to be taken at campus events, and of students and staff;

Work with contracted graphic designers in production, print coordination and provide revisions and graphic design updates as necessary;

Create, sustain and manage relationships with advertising and media partners;

Coordinate updates to and maintenance of Media Lists;

Coordinate creation and updating of Electronic Marquee messages;

Coordinate maintenance and tracking of department budget;

Work closely with the college's research department to obtain demographic information such as profiles of the college, student population, community, competitors, and local media;

Coordinate maintenance of current and accurate files and records for marketing strategies;

Assist departments in planning and production for additional publications including schedule and catalog covers, department brochures, and annual reports;

Keep department personnel abreast of changing media and projects;

OTHER JOB RELATED DUTIES

Assist the Director of College Advancement with other duties as assigned, within the context of this position.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of: Principles and practices of marketing and advertising; local media outlets such as print, broadcast, outdoor, and specialty; principles and practices of media planning; English usage, such as spelling, grammar, and punctuation.

Skills to: Operate modern office equipment including computer equipment and office software including desktop publishing; buy and place ads in a timely fashion; effectively write and proofread copy.

Ability to: Research, gather, organize and analyze statistical data; supervise and train student staff; work independently in the absence of supervision; buy and place ads in a timely fashion; effectively write and proofread copy; communicate clearly and concisely, both orally and in writing; establish, foster, and maintain positive and harmonious working relationships with those contracted in the course of work; represent Ohlone College in a positive and professional manner; be sensitive, and have an understanding of, the diverse, socioeconomic, cultural, and ethnic backgrounds of community college personnel and students.

EXPERIENCE AND EDUCATION GUIDELINES

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Bachelor's degree in advertising, marketing, or related field.

Experience: One year of increasingly responsible advertising or related experience.

Special Requirements:

Essential duties require the following physical abilities and work environment: Ability to work in a standard office environment and to sustain repetitive motion of arms, wrists, and hands for long periods of time; transportation necessary with some ability to travel to different sites; ability to work both on and off-campus; ability to safely drive a motor vehicle, and possess and maintain a valid California driver's license and good driving record throughout employment.

Date Revised/Written:

Board Approved:

Union Approved: