DIRECTOR, MARKETING AND PUBLIC RELATIONS
APPLICATION DEADLINE: Thursday, August 20, 2015  4:00PM

POSITION DESCRIPTION
Under the direction of the Superintendent/President, plan and organize community relations and enhance customer service, and direct dynamic information dissemination and consumer-oriented public relations and marketing program; direct and facilitate all district-wide marketing activities. These efforts include communications to students, staff, and the public utilizing traditional methods and emerging technologies. In addition, the director of marketing performs research to ascertain levels of student satisfaction and ongoing needs in support of enrollment management activities.

REPRESENTATIVE DUTIES
Essential responsibilities and assignments include, but are not limited to, the following:
• Develop and implement the district's marketing plan for the purpose of maximizing and retaining student enrollment; gather and analyze regional and institutional demographics and psychographics and design various marketing strategies to meet enrollment and institutional goals.
• Direct and manage the design and production of district and program publications such as the district's annual report and community newsletters; and recruitment materials and program brochures.
• Oversee the design of the creative elements to match the overall marketing strategies as expressed in the marketing plan, and the development of graphic standards for all district informational materials and its general image.
• Direct and oversee methods of marketing using traditional methods and emerging technologies; lead the development of online communications methodologies, including social media such as blogs, podcasts, vodcasts, RSS feeds, and social networking sites.
• Work with district programs and services on effective marketing strategies to assure their growth and vitality; assist in the development of individual marketing efforts, assist others on factors, data, media outlets, and methodologies needed.
• Supervise district publicity.
• Establish and maintain contacts with key media representatives.
• Manage the marketing, graphics, and lithography department budgets and ensure adequate and appropriate acquisition and use of resources.
• Work with individual departments in planning and implementing the promotional efforts of their special events.
• Direct and monitor standards designed to maintain a consistent and positive image.
• Develop and maintain broad-reaching community contacts to both gather and disseminate demographic, opinion, and strategic marketing data.
• Meet with various community and business groups to advise and coordinate marketing efforts between the college and those organizations.
• Advise and assist the college foundation in its publicity and fund-raising activities.
• Serve as a college liaison with various community and civic organizations.
• Design marketing databases of regional media, government, and business and supervise their maintenance.
• Write news releases, arrange press conferences, and assist with event planning.
• Supervise staff and budget in marketing/public relations, graphics/electronic media and lithography (print shop).
• Lead college printing operation.
• Assist college departments with marketing and media, including sports information.
• Perform related duties as assigned.

MINIMUM QUALIFICATIONS
• Possession of a Bachelor’s Degree (or equivalent) in communications, journalism, business, marketing or related field;
• Three (3) years’ experience in marketing, communications, journalism, advertising, public relations, or related field.
Knowledge of:
• Planning, organization, and direction of a marketing and public relations program.
• Budget preparation and control and accounting methods to track and control project costs.
• Oral and written communication skills.
• Principles and practices of management.
• Applicable laws, codes, regulations, policies, and procedures.
• Marketing, public relations, advertising, and graphic design.
• Applicable computer software programs.
• Lithographic and graphic design methods and practices.
• Research methods and marketing methodologies.
• Communications technology – social media, website management, and graphic design.
• Digital and offset printing techniques.

Ability to:
• Plan, organize, and administer marketing, public relations, and lithography services.
• Communicate effectively, both orally and in writing.
• Interpret, apply, and explain rules, regulations, policies, and procedures.
• Analyze situations accurately and adopt an effective course of action.
• Meet schedules and timelines.
• Work independently with little direction.
• Plan and organize work.
• Prepare comprehensive narrative and statistical reports.
• Supervise and evaluate the performance of assigned staff.

MEETING MINIMUM QUALIFICATIONS DOES NOT ASSURE THE CANDIDATE OF AN INTERVIEW. Applications will be evaluated taking into account the breadth and depth of relevant education, experience, skills, knowledge and abilities.

DESIRABLE QUALIFICATIONS
• Possession of a Master's degree in journalism, communications, or a related field.
• Senior management experience in marketing or public relations.

CONDITIONS OF EMPLOYMENT
This is a 12-month, full-time management position, Level III, Range 23 of the Management Salary Schedule with a starting salary of Step A, $8,214/month to Step C, $9,067/month. Progresses over time to $11,039/month. Effective date of employment will be as soon as a successful candidate is selected and a mutually agreed upon date is determined.

EXCEPTIONAL BENEFITS PACKAGE
Health care, dental program, and vision services for employees and eligible dependents; employee life insurance; sick leave; and retirement coverage through the Public Employees Retirement System.

THE APPLICATION PROCESS
Applications must be completely filled out in detail and clearly show that the applicant meets the minimum qualifications as set forth in the announcement. Application package must include:

  District Application
  (Completion of all sections is required.
  Do not mark “See Resume”)

  Letter of Application
  (State briefly how you meet
  the qualifications)

  Resume

  Professional Reference List
  (Include names, current addresses, phone numbers, and email addresses)

  Copy of Transcripts
  (Transcripts must indicate degree earned/conferred - photocopies or computer printouts are acceptable. Transcripts of all degrees applicable to meeting the minimum qualifications for this position must be included. Copies of diplomas/degrees are NOT acceptable in lieu of transcripts. Official sealed transcripts will be required upon hire.)

Application and information may be obtained from Chaffey College, Office of Human Resources (909) 652-6528 or www.chaffey.edu.

All application materials must be submitted:
• By mail/walk-in to Chaffey College, Human Resources, 5885 Haven Avenue, Rancho Cucamonga, CA 91737-3002; or
• By fax: (909) 652-6533. Please see Application Submittal section on our website for potential problems with faxing; or
• By scanning to email: mary.wixson@chaffey.edu. Please note you can only submit via email if an application packet is not larger than 35 pages. PDF and Word docs are preferable; Zip files are not permissible.

The College does not return materials submitted in application for a position. Please do not include any additional documents not required in the Application Process section.
Completed application and related materials must be received by Human Resources no later than 4 PM on the date of the application deadline. Foreign transcripts must be transcribed and evaluated in English by a bonafide evaluation service. Educational requirements must be met on or before the closing date. Applications received after the filing deadline will not be accepted for any reason, and failure to submit all required application materials may result in the applicant not being considered for the position. A postmark is not acceptable for this purpose.

Submission of application and related materials is the applicant’s responsibility. The District reserves the right to readvertise the position or to delay indefinitely the employment of a person for a position if it is deemed that applicants for the position do not constitute an adequate applicant pool. Applicants should promptly notify the Department of Human Resources of any change of address and/or phone number.

All application materials are subject to investigation and verification. False statements will be cause for disqualification or discharge from employment.

The Selection Process
A screening committee will conduct all minimum qualification appraisals as set forth on the announcement and reserves the right to limit the number of interviews granted. Meeting the minimum qualifications for a position does not assure the applicant an interview. Applicants selected for an interview will be notified of the time and place of the interview. Interviews are usually held on the Chaffey College campus and are conducted by an Interview Committee. Additional interviews may be required. Reasonable accommodations are provided to persons with disabilities. Should you feel you have any need for accommodation due to a disability, please indicate this request on your application or contact the department of Human Resources.

Travel costs related to an interview will be borne by the applicant.

About the College
The College
Chaffey College, one of the first colleges to be established in California, is a two-year public community college situated in an area of natural and tranquil beauty in Southern California. Its campus occupies 200 acres of rolling lawns and native foliage in the foothills of the majestic San Gabriel Mountains. Founded in 1883 as a private college, Chaffey has been a publicly funded college since 1916.

District
The college district serves a population of 650,000 in the west end of the vibrant Inland Empire of San Bernardino County, where the communities of Chino, Chino Hills, Fontana, Guasti, Montclair, Mt. Baldy, Ontario, Rancho Cucamonga (Alta Loma, Cucamonga, and Etiwanda) and Upland are located. Four high school districts are contained in these communities.

Curricula
Chaffey College has lower division courses for students who plan to transfer to a four-year college or university, occupational courses for students who wish to gain competence in employable skills, or who wish to improve their skills, and general education courses for all students to provide them with an awareness of the ideas and ideals of our cultural heritage.

Transfer programs meet the lower division requirements of four-year colleges and universities.

Occupational programs are kept current and the latest information on occupational requirements is made available to students through interaction with community leaders and advisory committees.

In addition, Success Centers, both on- and off-campus, provide the community with resource centers for the development of foundational skills. At these centers, students can improve their foundational skills, and secure tutoring and special supplementary materials.

Chaffey Community College District is committed to equal employment Opportunity.