



SAN JUAN COLLEGE

## Marketing Specialist

Public Relations and Marketing

FLSA: Exempt

PRM/5

Grade: 16

### JOB SUMMARY

This position performs specialized marketing duties in support of department operations.

### MAJOR DUTIES

- Develops advertising plans and schedules for various departments and programs; reserves and places advertisements.
- Balances, maintains and monitors departmental budgets; processes departmental expenses; manages contract renewals.
- Assists in preparing a variety of correspondence.
- Prepares purchase orders; makes travel arrangements for department personnel.
- Designs a variety of publications.
- Maintains, develops and oversees all college social media sites.
- Photographs college locales, events, staff and students.
- Maintains the online photo directory.
- Serves as an Alert Administrator for the emergency alert system.
- Coordinates and facilitates college participation in a variety of community events.
- Serves on a variety of college committees.
- Performs related duties.

### KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of public relations and marketing principles.
- Knowledge of graphic design principles.

- Knowledge of computers and job related software programs.
- Knowledge of budget management principles.
- Knowledge of college policies and procedures.
- Skill in decision making and problem solving.
- Skill in interpersonal relations and in dealing with the public.
- Skill in oral and written communication.
- Skill in working effectively with a wide range of constituencies in a diverse community.

### SUPERVISORY CONTROLS

The Senior Director assigns work in terms of general instructions. The supervisor spot-checks completed work for compliance with procedures, accuracy, and the nature and propriety of the final results.

### GUIDELINES

Guidelines include the Associated Press Style Guide, the graphic identity manual, college travel guidelines, the communication crisis plan, the emergency notification process, and department and college policies and procedures. These guidelines require judgment, selection, and interpretation in application.

### COMPLEXITY/SCOPE OF WORK

- The work consists of varied specialized duties. Frequent interruptions contribute to the complexity of the position.
- The purpose of this position is to provide specialized support for college marketing functions. Success in this position results in efficient and effective marketing and communication regarding college programs and services.

### CONTACTS

- Contacts are typically with co-workers, other college personnel, faculty, staff, students, vendors, consultants, and members of the general public.
- Contacts are typically to give or exchange information, to resolve problems, to provide services, or to motivate or influence persons.

### PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed while sitting at a desk or table. The employee occasionally lifts light and heavy objects, uses tools or equipment requiring a high degree of dexterity, and distinguishes between shades of color.

- The work is typically performed in an office.

### SUPERVISORY AND MANAGEMENT RESPONSIBILITY

This position supervises assigned student workers.

### MINIMUM QUALIFICATIONS

- Knowledge and level of competency commonly associated with the completion of a baccalaureate degree in a course of study related to the occupational field.
- Sufficient experience to understand the basic principles relevant to the major duties of the position, usually associated with the completion of an apprenticeship/ internship or having had a similar position for one to two years.

### VALUES STATEMENT

San Juan College is committed to serving the needs of our students through a process of continuous quality improvement. We uphold and affirm the following iCARE values:

- Innovation
- Collaboration
- Accountability
- Respect
- Excellence

### STATEMENT OF UNDERSTANDING

I have read and understand the above position description. I assert that I am able to perform the essential job functions, meet the physical requirements of this position and satisfy the expectation for regular attendance.

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_