

DIRECTOR OF MARKETING

Under the direction of the Director of Institutional Advancement, the Director of Marketing shall:

1. Be responsible for the Institutional Marketing Plan and all related marketing activities.
2. Have responsibility for the preparation of the advertising and publicity program in conjunction with other appropriate members of the Business, Instructional, and Student Services staff.
3. Assign, direct, evaluate, and coordinate the work of the Graphic Arts Department staff including graphic design, media relations, photography, and copy center operations.
4. Have direct responsibility for the preparation of official publications of the District, such as the catalog, brochures, schedules, informational pamphlets, community and staff newsletters, press releases, directories, Annual Report, Institutional Plan, and other reports as directed by the President, Deans, and Director of Institutional Advancement.
5. Assist the Director of Institutional Advancement in the development, management, and evaluation of the public and community relations programs of the District.
6. Working with the Director of Institutional Advancement, plan and prepare the advertising, publicity, and publication budget for the College.
7. Assist with the planning and arrangements for special events as directed.
8. Other duties as assigned by the Director of Institutional Advancement.