

MARKETING DIRECTOR

DEFINITION

Manages the design, development, planning, coordination, and supervision of a wide range of strategic marketing activities, projects, and studies relating to marketing and public relations for a Division.

TYPICAL DUTIES

Develops strategic, creative, and focused market plans for programs and District goals in collaboration with pertinent division management personnel.

Provides consultation to division management to facilitate the development of diverse markets, targeted opportunities, and strategic marketing positioning.

Oversees the planning and implementation of special events and campaigns to increase the exposure of the District's goals and programs to local, State, and national audiences.

Develops and coordinates online marketing efforts.

Advises and consults with division management in developing tailored marketing and promotional plans and materials.

Coordinates and conducts focus groups, surveys, and other research methods for different projects, District and department goals and initiatives, and relevant internal constituencies.

Assists in developing and monitoring policies and procedures, goals and objectives, internal controls, performance standards, and evaluation tools for management oversight.

Prioritizes, designs, and oversees the production of promotional campaigns and materials in consultation with division management.

Establishes and maintains relations with external non-profit organizations, businesses, and District partners.

Directs the planning, preparation, analysis, forecasting, budgeting, and coordination of multiple proposed and existing projects.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Marketing Director manages the design, development, planning, coordination, and supervision of a wide range of strategic marketing activities, projects, and studies relating to marketing and public relations for a Division.

The Communications Director plans, directs, and organizes the activities of the Office of Communications, and maintains communications with the public, news media, staff and school community of the District. The Deputy Communications Director assists in the management of the Office of Communications and acts for the Director as required.

A Senior Marketing Representative coordinates Division-wide strategic marketing activities, projects, and research relating to the marketing and communications for a Division and its branches.

SUPERVISION

General direction is received from the Communications Director. General supervision is exercised over assigned staff.

CLASS QUALIFICATIONS

Knowledge of:

Principles and practices of marketing, public relations, and community outreach
Quantitative, multi-faceted market research
Microsoft Office
Automated systems and database support tools for managing large amounts of information
Concepts, methods, and techniques of planning and implementing effective marketing and information programs
Current social media tools, trends, and techniques (i.e. Facebook, Twitter, Pinterest, You Tube, etc.)
Social media content development and formatting
Web and multi-media technologies for use as communication tools

Ability to:

Establish, manage and evaluate collaborative projects and to develop support among diverse internal, District and private-sector constituencies
Communicate exceptionally orally, interpersonally, and in writing
Successfully market products/services and develop strategies for market positioning
Manage, direct, and motivate personnel with diverse experience and strengths in complex, consensus-based settings
Identify, collect, analyze, and synthesize data Understand and communicate the operational responsibilities and related needs among divisions, departments, and units

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree in marketing, public relations, or public or business administration or closely related field.

Experience:

Four years of experience in marketing, public relations, or online communication media; two years of which shall have included responsibility for managing the design, development, and implementation of marketing programs. At least one year of the experience must have been in a governmental organization.

Special:

A valid California Driver License.
Use of an automobile.

SPECIAL NOTE

Exempt from FLSA

This class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and/or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

Revised
08-10-15
JPK