



Position Title:	Director of Marketing & Publications	
Reports To:	Director, Communications	
Department:	Office of Communications	Job Code: 0122-00E
Prepared By/Date:	Irene Munoz/09-2009	Job Group: PEC
Approved By/Date:	Juan Mendieta/09-2009	Salary Grade: 18
Revised:	Jennifer C. Brito/11-5-2009	FLSA Status: Exempt

Summary:

The Primary responsibility of the Director of Marketing is to manage the college wide brand by employing effective communication strategies, including publications and advertising, in print, broadcast and Web media.

Essential Duties and Responsibilities:

- Consults with college clients at all levels to identify needs and objectives, and makes recommendations to promote their program or event and ensure enrollment or attendance
- Defines content of all marketing endeavors, including publications and advertising, by managing the art, editorial and marketing support function, ensuring that the college image and brand are positively reflected in its internal and external communications
- Analyzes data and oversees strategies for executing marketing endeavors, including allocation of resources (personnel, technical and budget for printing or media buying), ensuring products are completed efficiently and effectively, reaching proper target markets.
- Manages departmental budget and make strategic recommendations to director of communications concerning all the college's marketing communications.
- Performs other related duties as assigned

Knowledge, Skills and Abilities:

- Knowledge of theory and practices related to advertising, printing, publications production and mass communication
- Knowledge of current technological developments and trends in fields
- Strong interpersonal, managerial and communications skills
- Strong creative and conceptual abilities, applicable to writing and design.
- Ability to carry out supervisory responsibilities in accordance with college policies and procedures

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger,

handle, or feel objects, tools, or controls and talk or hear. The employee is occasionally required to stand, walk and reach with hands and arms.

The employee must occasionally lift and/or move up to 10 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

Non-essential

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Master's degree and five (5) years of professional experience in communications (advertising or PR) agency management.

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name