

Marketing Communications Specialist

Salary

\$52,000 - \$72,000.00 Annually

PURPOSE STATEMENT

The Marketing Communications Specialist supports the Community College League of California (League) in disseminating and monitoring content relevant to our members, through a variety of communications and marketing strategies. The position assists the Senior Director of Communications in advancing the League's mission by supporting marketing and communications strategies through the development and delivery of content across the organization's digital and social media platforms; coordinating social media for the League; and creating the League's digital and print publications and marketing materials. The successful candidate will have experience in strategic communications programming implementation and measurement, as well as customer- and client-facing relationship management skills. This position reports to the Senior Director of Communications.

Typical tasks may include copyediting, copywriting, and working with program teams to create copy, graphic designs, and social media and website content.

DUTIES AND RESPONSIBILITIES

Essential Functions

- Develops and produces communication materials for the purpose of aligning and supporting the League's Strategic Communications Plan and departmental goals and objectives.
- Performs a variety of technical work for the purpose of providing support for the League's communications and marketing (including, but not limited to photography, videography, desktop publishing, graphic design and production, editing and proofreading).
- Provides primary graphics support for various League programs and events; responsibilities include designing and editing collateral materials such as event fliers, pamphlets, programs, publications, and website materials, utilizing Adobe Creative Suite products (Illustrator, InDesign, Photoshop, etc.), consistent with industry best practices.
- Coordinates social media for the League for the purpose of delivering communication to key stakeholders and members and achieving outcomes in support of organizational objectives (these include standards and practices, guidelines, digital media platforms, media projects, etc.).
- Compiles and analyzes data from a wide variety of sources (including, but not limited to social media, earned media, website, mass email metrics, Customer Relationship Management (CRM)) for the purpose of reviewing, tracking, evaluating, and reporting marketing data.



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- Maintains a variety of files and records (media lists, photos, graphics, production, and content files, etc.) for the purpose of ensuring the availability of materials and information for internal use, distribution, and/or future reference.
- Participates in the development of long- and short-term plans in relation to assigned responsibilities (communications plan, communications and marketing strategy, communications calendar, media materials, etc.) for the purpose of ensuring that organizational objectives are achieved in the most efficient and timely manner.
- Responds to a wide variety of inquiries from internal parties for the purpose of providing information, facilitating communication, and providing support.
- development and maintenance of web content.
- Documents and participates in events and programs (as requested), including, but not limited to, taking videos, and photos, etc., writing social media posts and newsletter articles.
- Assists with Zoom-based webinars.
- Writes and/or posts content for website.

Other Functions

- Performs other functions as assigned for the purpose of ensuring the efficiency and effectiveness of the work unit.

JOB REQUIREMENTS

Minimum Qualifications

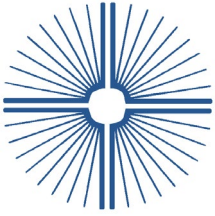
Skills, Knowledge and Abilities:

SKILLS

- utilizing various desktop publishing and graphics programs
- maintaining and modifying web pages and sites
- using in-depth knowledge of word processing, spread sheet, and database programs, electronic mail, and the Internet
- Adobe Creative Cloud (InDesign, Illustrator, Photoshop)

KNOWLEDGE

- principles, practices and techniques of strategic communications and marketing, including publications, social media, digital and web communications, and special events
- demonstrated experience with a variety of writing styles (e.g., publications, social media, presentations, etc.)
- marketing, earned media, and social media analytics tools
- understanding and navigation of database software
- familiarity with Associated Press style



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Responsibility:

Responsibilities include working under supervision, following standardized practices and/or methods; leading, guiding, and/or coordinating with others; operating within a defined budget. Utilization of resources from other work areas is often required to perform the job's functions.

Experience:

Two (2) years of professional, job-related experience.

Education:

Bachelor's degree in graphics design, communications, marketing, or journalism preferred. Associate's degree in graphics design, plus additional five (5) years of experience can be substituted.

Portfolio of recent projects will be required prior to interview.