



### MARKETING SUPERVISOR

**SALARY GRADE:** [C4-59](#)

**DEFINITIONS:**

Reporting to the Associate Vice President of College and Community Relations, Marketing, and Communications, this position supports and oversees the day-to-day operations of the college marketing department. This includes the preparation and development of internal/ external advertising, social media, print, TV and Radio campaigns. The Supervisor provides support to the execution of all promotions, marketing materials and events associated with Foothill College. In addition, he/ she coordinates and supports the publication of the college catalogue and the college website.

The Supervisor performs all related duties as assigned by the Associate Vice President of College and Community Relations, Marketing, and Communications. In a team-oriented environment, he/she has the ability to work collaboratively and communicate effectively with team members and has the ability to build support for ideas and actions from faculty, staff and peers in order to accomplish a task or goal.

**KEY DUTIES and RESPONSIBILITIES:**

The following duties and responsibilities are typical but not limited to the following:

1. Develop and implement a strategic enrollment management plan for the College in collaboration with campus leaders including the development of enrollment metrics/targets for all programs.
2. Implement programming and activities to ensure meeting metric targets in collaboration with Admissions, Outreach, Institutional Research, and Instruction.
3. Evaluate program goals and metrics; serve as a liaison with Institutional Research, Deans, and Senior Staff.
4. Chair regular meetings to coordinate, communicate and review program operations and objectives.
5. Develop and manage budget projections and monitor expenditures of all program funds to meet institutional goals. Seek additional funding where necessary, and collaborate with other offices to maximize resources. Report directly to the Associate Vice President of College and Community Relations, Marketing, and Communications.
6. Plan, organize, and supervise the day-to-day operations for editorial and design staff to create effective marketing campaigns, publications to increase enrollment.
7. Interview, select and hire employees; supervise, assign, direct and schedule work activities; explain how duties are to be carried out.
8. Collaborate with Supervisor of Student Outreach and CTE Transition and Instructional Deans in the creation, content, and production of outreach materials, collateral and program promotion.
9. Evaluate the performance of assigned personnel; effectively communicate how the performance of duties will be measured; recommend promotions and rewards for service.
10. Address and resolve a wide variety of concerns and complaints; adjust grievances; recommend transfers and reassignments; design performance improvement plans when indicated.
11. Counsel employees; address performance problems through corrective disciplinary action; suspend and/or terminate personnel according to established policies and procedures.

12. Monitor and approve monthly time and attendance records and approve requests for time off and additional time worked, including any overtime worked and compensatory time worked/taken.
13. Support, implement, and promote compliance with the District's Diversity and Equal Opportunity Plan in all aspects of employment and education; encourages cultural and ethnic diversity in staffing, curriculum, programs, and services.
14. Plan, coordinate and arrange appropriate training for assigned personnel; develop and initial departmental activities, orientations and in-services to review policies and procedures of the program, the College and changes on State regulations.
15. Assure compliance with the District's Injury and Illness Prevention Program by providing motivation, incentives, and discipline to assigned staff; maintains a safe work environment, enforcing safe work practices, reporting and investigating accidents, and maintaining necessary documentation.
16. Perform other related duties as assigned.

## **EMPLOYMENT STANDARDS**

### **Knowledge:**

1. Effective marketing and recruiting methods.
2. California Community College policies and procedures.
3. Title V Regulations and the California Education Code (with particular relevance to dual enrollment)
4. Federal Education Reporting Privacy Action (FERPA) guidelines.
5. Hiring and liability policies.
6. Principles of leadership, management, and supervision.
7. Principles and practices of higher education organization and structure.
8. Customer Relationship Management software, design software (i.e. Adobe Creative Suite, email communication software such as Constant Contact, Mail Chimp, Survey Monkey etc.)
9. Principles of journalism
10. Printing, graphic design and web page administration
11. Search Engine Optimization, Search Engine Marketing, Site Marketing, Content Marketing, Social Media
12. Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production etc.
13. Budget and finance
14. Data analytics, A/B Testing Implementation, marketing strategy and evaluation.

### **Skills and Abilities:**

1. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Effective written and oral communication skills.
3. Experience working with underserved populations.
4. Experience working in a collaborative setting in a complex, large organization, preferably higher education.
5. Interpret and apply rules, regulations, policies and procedures.
6. Communicate effectively both orally and in writing.
7. Team leadership and decision-making.
8. Training, assign, supervise, evaluate and develop staff.
9. Handle difficult and sensitive issues and problems and resolve conflicts.

### **Education and Experience:**

Any combination equivalent to:

1. Bachelor's degree in a related field.
2. Three (3) years related work experience.

## **WORKING CONDITIONS:**

**Environment:**

1. Typical office environment.

**Physical Abilities:**

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Vision sufficient to read various materials.
4. Sitting for extending periods of time.
5. Bending at the waist.
6. Lifting and carrying objects up to 20 lbs.

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