MARKETING SPECIALIST – ECONOMIC DEVELOPMENT CENTER

DEFINITION

Under the direction of an assigned administrator, provides direct marketing to local and regional businesses, industry and government for the purposes of increasing awareness of community college economic development services.

TYPICAL DUTIES

Analyzes market segments and recommends marketing strategies, provides on-going evaluation of the effectiveness of marketing strategies; and organizes and composes proposals and/or regional marketing plans. Designs marketing plans and implements marketing strategies to develop strategic partnerships between regional colleges and local businesses; and markets and presents training programs and other economic development services. Identifies and implements activities that respond to the California Community College Regional Economic Development Plan. Makes direct contact with local and regional business, industry, and government segments through a variety of means, including presentations, telephone, E-mail, fax, and websites; and investigates new program possibilities including partnering with community business organizations and other providers of economic development services. Works as a regional liaison to governments, private companies, governmental agencies and non-profit organizations; participates as a member of the North/Far North regional consortia and coordinates marketing efforts with the regional advisory council, the Statewide Strategic Priority Committee, ED>Net and the State Chancellor’s Economic Development Program plan; represents the economic development services of the North/Far North colleges; attends meetings with college administrators, staff, community organizations, and other colleges to discuss strategic partnership possibilities within the region; coordinates with the region’s colleges and with the other eight Centers of Excellence; and collaborates with the contract education staff and other appropriate college economic development staff in the North/Far North Region. Develops and maintains contact system using contact software in accordance with project goals, timelines, staffing, and other budget/cost requirements. Reads and evaluates information to assist with the formation of proposals, bids, and reports. Develops and prepares brochures, flyers, newsletters, news releases, articles, and reports in cooperation with the Public Information Officer; and prepares written reports and proposals. Assigns work to clerical staff; and assumes and performs related duties and responsibilities as required either by the District or the funding objectives of the Center of Excellence grant.

QUALIFICATIONS

EXPERIENCE
Two years of progressively responsible experience in marketing or public relations including expertise in program, contract, business, or economic development activities that demonstrate the ability to successfully market professional services/products.

EDUCATION
A Bachelor’s degree from an accredited institution in public relations, marketing, business, management, communications, or another appropriate area (preferred).

KNOWLEDGE OF
Knowledge of and expertise in conducting market research, designing marketing plans for market penetration, and evaluating the effectiveness of market strategies. Knowledge of organizational performance-based consulting. Knowledge of Community College system and business and industry practices and protocol; and the area and community served by the college. Knowledge of college and District policies and regulations; and educational, social, cultural, and recreational programs of a college. Knowledge of communication and writing skills; proposal writing, project management, and project monitoring from beginning to successful conclusion. Knowledge of word processing, spreadsheet, database management, communication and contact management software.

**SKILL IN**
Skill in listening to what other people are saying; asking questions as appropriate; and adjusting actions in relation to others' actions. Skill in understanding written sentences and paragraphs in work-related documents; and communicating effectively with others orally and in writing as indicated by the needs of the audience. Skill in finding information and identifying essential information; and managing one's own time and the time of others.

**ABILITY TO (ESSENTIAL FUNCTIONS)**
The ability to perform the basic functions of the position; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; work as a member of a team; and meet schedules and time lines. The ability to identify local business, industry, and government market segments and emerging growth industries; interact productively with the business community as well as the community college system; nurture and cultivate relationships; and integrate marketing principles and practices into program designs. The ability to effectively represent and present information about the college; coordinate project workload with little supervision; and maintain confidentiality of sensitive material. The ability to understand and carry out oral and written directions; prepare effective and persuasive materials and presentations; speak effectively to large groups; and make presentations to individuals and groups. The ability to compile data, maintain records and prepare reports; devise and prepare reporting systems; and utilize appropriate software.

**TYPICAL EQUIPMENT USED (May include, but not limited to)**
Computer printer, copier, fax, LCD projector, overhead projector, calculator, and telephone.