



Job Description

POSITION TITLE: Project Leader III #6205
Recruitment, Marketing and Communications Manager
Teachers College of San Joaquin
Professional Learning and Support

SALARY PLACEMENT: Range 7
Management Salary Schedule

SUMMARY OF POSITION:

Assist the President, Directors and staff of Teachers College of San Joaquin in planning, organizing, and directing the recruitment and marketing services of the college in accordance with the mission, goals and policies of Teachers College of San Joaquin. The major functions of the job are to promote the college to prospective candidates, create recruitment and marketing materials, and support the growth and development of the college through community and business relations.

MINIMUM QUALIFICATIONS – EDUCATION, TRAINING, AND EXPERIENCE:

Possess a Bachelor's Degree from an accredited college or university. Experience working in the field of Education. Experience in public relations, marketing, communications and/or sales.

DESIRABLE QUALIFICATIONS – EDUCATION, TRAINING, AND EXPERIENCE:

Degree in Communications, Marketing or related field. Two years of experience working in higher education system.

KNOWLEDGE, SKILLS, AND ABILITIES:

Possess knowledge and skills in planning, setting agendas, and coordinating/conducting meetings/trainings. Ability to supervise, evaluate, and train staff. Ability to operate a computer and knowledge of assigned software. Ability to be flexible based on program needs. Ability to create and follow policies and procedures. Possess a valid California driver's license and proof of liability insurance coverage in the minimum amount required by SJCOE policy; insurable by the SJCOE carrier. Must furnish own transportation as required to fulfill job duties.

CREDENTIALS AND/OR UNIQUE KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of communication, marketing and recruitment strategies, community relations, and college-community-business partnerships. Possess knowledge of college programs in order to represent the college with confidence and to promote and recruit prospective students. Possess excellent oral and written communication skills, as well as initiative to fulfill job responsibilities.

DISTINGUISHING CHARACTERISTICS:

The Project Leader series represents management-level positions and has three levels.

ESSENTIAL FUNCTIONS:

Essential functions may include, but are not limited to:

1. Work effectively with school districts, community organizations, government agencies, parents, students, and/or staff.

2. Maintain confidentiality on issues concerning program and staff.
3. Participate, coordinate, or conduct a variety of meetings, committees, trainings, workshops, and/or conferences in order to present materials and information concerning department programs, services, operations, and activities; represent the SJCOE at local, regional, and state meetings, conferences, in-services, boards, councils, and events.
4. Maintain current knowledge and interpret applicable rules, regulations, policies, procedures, contracts, State and Federal laws, codes and regulations.
5. Communicate effectively both orally and in writing.
6. Analyze situations accurately and adopt an effective course of action.
7. Establish and maintain cooperative and effective working relationships with others.
8. Work independently with little direction.
9. Supervise and evaluate staff.
10. Meet schedules and timelines.
11. Prepare reports as needed for program.
12. Oversee and manage budgets.
13. Coordinate and conduct a variety of recruitment related meetings and events (e.g. job fairs, consortium meetings) in order to present information concerning college programs, services, and activities. Evening and weekend activities will be required for some events.
14. Develop and maintain brand image, positioning and messaging for TCSJ.
15. Work collaboratively with SJCOE Public Information Officers (PIO) to create press releases, implement specialized public information events, and other media related activities.
16. Serve as point of contact for TCSJ, in coordination with SJCOE PIOs when needed.
17. Serve on the TCSJ Leadership Team and Strategic Planning Team.
18. Collaborate with TCSJ leadership to develop enrollment goals and marketing plans.
19. Manage social media for TCSJ, e.g. Facebook, Twitter, etc.
20. Manage the development and gather data to evaluate effectiveness of recruitment and marketing materials, promotional videos, student catalog and handbooks, mobile application, publications, student newsletter and website.
21. All other duties as assigned.

PHYSICAL REQUIREMENTS:

Employees in this position must have the ability to:

1. Sit and stand for extended periods of time.
2. Enter data into a computer terminal, operate standard office equipment and use the telephone.
3. Hear and understand speech at normal levels and on the telephone.
4. See and read the computer screen and printed matter with or without vision aids.
5. Speak so that others may understand at normal levels to small or large groups, and on the telephone.
6. Stand, walk, and bend over, reach overhead, grasp, push, pull and move, lift and/or carry up to 25 pounds to waist height.

WORK ENVIRONMENT:

Employees in this position will be required to work indoors and/or outdoors in an educational and standard environment, and/or make home visitations. Employees may come in direct contact with students, parents, SJCOE and school district staff, outside agency staff, and the public.