

**San Jose/Evergreen Community College District
Classified Management Job Description**

Position: Marketing & Public Information Officer (College)

Department: President's Office

POSITION PURPOSE

Under general direction, the Marketing & Public Information Officer plans, organizes, directs, integrates and evaluates a variety of activities promoting a strong and positive public image for the assigned College; presents the College to the community at large by developing and maintaining relationships with K-12 partners, elected officials, corporations and/or other targeted audiences; develops marketing and advertising campaigns; incorporates written content and material for website, social media, and College publications; advances the College's goals at the local, state and national level; and performs other duties as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below exemplify the work of the classification and assigned duties may include work that is similar, related or a logical assignment to this class.

1. Plans, directs, controls, integrates and evaluates the work of the marketing and public information functions to advance the mission of the assigned College.
2. Plans, implements, and coordinates the College's marketing and public information programs; coordinates and oversees all media relations for the College; ensures accurate and timely coverage of College events and news; effectively uses and incorporates print, electronic, and social media; serves as principal media spokesperson for the College; represents and acts on the President's behalf to the media when appropriate.
3. Develops and administers the annual budget for the College marketing and public information functions; analyzes and reviews budgetary and financial data; controls and authorizes expenditures within established resources and policies.
4. Develops and implements social media campaigns and engagement strategies; composes press releases, articles, announcements, presentations, profiles and stories highlighting students and programs that support College and campus communications and support the College's outreach efforts.
5. Provides counsel to the President, faculty, and staff regarding current and potential public information, community relations, and marketing and communication issues.
6. Directs and manages the work assignments and performance of assigned staff; interviews and participates in selecting employees; trains, counsels, and disciplines personnel according to established policies and procedures.
7. Plans, coordinates, promotes, and oversees selected special events or tours that attract media coverage and attendance of key stakeholders such as elected officials, corporate leaders, K-12 leaders and community-based organizations.
8. Directs and oversees the design and structure of the College website; reviews and approves all web-related promotional products; arranges for interviews with College personnel for print and broadcast media and special events; coordinates the photography and video requirements and activities for special College events.
9. Makes presentations to the Board of Trustees and to other Board-level groups, as required.

10. Participates in the College's Foundation Board meetings; serves on relevant Foundation committees; participates in community and social events that promote the College; cultivates relationships that lead to philanthropic gifts.
11. Prepares comprehensive reports, including researching, compiling and analyzing data for special projects and reports; provides information and assistance to members of the public, the media and other institutions and organizations.
12. Acts as a liaison with the media, elected officials, donors, alumni and other key stakeholders in support of College goals and objectives; establishes and maintains effective relationships with individuals, businesses, elected officials, and community-based organizations.
13. Leads and coordinates the development and implementation of the strategic plan for the College's marketing and public information functions.
14. Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

1. Principles and techniques of marketing, communications, social media, public information, and community relations.
2. Federal, state and other applicable laws/regulations and District policies/procedures applicable to marketing, communications, and public information/community relations initiatives.
3. Theories and techniques of negotiation, mediation and conflict resolution.
4. Principles and practices of effective management and supervision.
5. Principles and practices of strategic planning.
6. Principles and practices of organizational improvement and culture change.
7. Board Policies, Administrative Regulations, Accrediting Commission for Community & Junior Colleges Standards, Human Resources procedures and collective bargaining agreements.

Skills and Abilities to:

1. Plan, organize, direct and evaluate the College's marketing and public information programs and activities.
2. Present solutions to management with confidence and effectiveness.
3. Direct, schedule, coordinate and evaluate the work of assigned employees.
4. Build and foster knowledgeable, cohesive and effective work teams.
5. Establish and maintain cooperative and effective working relationships with others.
6. Operate a computer, assigned office equipment and standard business applications; utilize social media platforms and reporting tools.

Education and Experience:

1. A bachelor's degree from an accredited institution in marketing, communications, journalism, education, or a related field.
2. Five years of experience in a position related to marketing and public information, including three at a supervisory or manager level.
3. Demonstrated sensitivity, knowledge, and understanding of the diverse academic, socioeconomic, gender identity, sexual orientation, cultural, disability, and ethnic backgrounds of the students we serve and sensitivity to and knowledge and understanding of groups historically underrepresented,

and groups who may have experienced discrimination.

Desirable Qualifications:

A valid California driver's license and the ability to maintain insurability under the District's vehicle insurance program or the ability to travel to other District campuses and locations.

WORKING ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential duties of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employees work under typical office conditions, subject to frequent interruption and intermittent exposure to individuals acting in a disagreeable fashion. The employee may be required to travel to locations other than the assigned work site, and occasional evenings, holiday and/or weekend work may be required.

Physical Demands:

While performing the duties of this class, employees are primarily in a stationary position and are required to move about the office to access office machinery, files, etc.; perform constant operation of a computer and other communication and office equipment; observe details at close range; and move or lift up to 10 pounds.

Mental Demands:

While performing the duties of this class, employees are regularly required to accurately communicate information and other ideas so that others will understand using written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret situations; learn and apply new information or skills; perform highly detailed work; work on multiple, concurrent tasks; work with frequent interruptions; work independently and under intensive deadlines; and interact with District managers, staff, the public and others encountered in the course of work.

Board Approved: 12/9/2025

Salary Range: M-28

EEO Category: 2B1- Executive/Administrative/Managerial