



POSITION DESCRIPTION

TITLE:	Associate Director of Marketing & Community Relations	CATEGORY:	Professional
FLSA STATUS:	Exempt	GRADE:	G

JOB SUMMARY: Under the direction of the Director of Marketing & Community Relations, this position will assist in the development and management of marketing and advertising, managing events and media outreach, and leading strategic communication initiatives, including assisting in the management, workflow, and daily activities of the Marketing and Community Relations Department.

In-person work on campus is an essential function of this position.

ESSENTIAL FUNCTIONS:	YEARLY PERCENT OF TIME
1. Work with the Director of Marketing & Community Relations on strategies and collaborate with key stakeholders to market El Paso Community College (EPCC). Manage and implement integrated marketing, advertising, and public relations campaigns, initiatives, and plans. Support and execute functions required to increase college visibility and enrollment and enhance community relations. Ensure consistent messaging, language, and design elements adhere to EPCC's communication standards and guidelines. Manage projects and meet deadlines.	20
2. Lead, develop, supervise, and edit the creation and distribution of compelling content, including press releases, social media content, signage, speeches, video content, emails, web content, advertisements, news, and feature stories, etc. Plan, execute and optimize marketing campaigns and implement an editorial calendar. Provide guidance and direction to departmental teams to create materials, messaging, and promotional materials.	20%
3. Manage messaging and branding across marketing materials, including print, digital, and social media platforms, to strengthen the college's identity, visibility, and reputation. Ensure communication guidelines are adhered to across all collateral and communication. Implement student-centered campaigns that promote enrollment and retention. Coordinate press conferences and other events. -Network and foster positive working relationships with the media.	15%
4. Collaborate with internal departments district-wide and external stakeholders and partners to build marketing and community engagement efforts and ensure alignment with the college's mission, vision, and goals. Work with departments and programs to develop comprehensive marketing strategies to meet enrollment goals that are aligned with EPCC's Strategic Plan. Translate strategic objectives into actionable marketing plans and initiatives. Represent the department at internal and external events to enhance visibility and engagement. Generate and conduct presentations. Provide support to the crisis communication planning and response	15%

as directed.

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| 5. In conjunction with the Director of Marketing and Community Relations, perform project management and provide leadership, guidance, and mentorship to the marketing team to foster collaboration, innovation, professionalism, and accountability. Help team members meet goals and objectives, and give constructive feedback. | 10% |
| 6. Provide personnel management, direction, and guidance to assigned staff, including performance evaluation, professional development, coaching, and counseling. | 10% |
| 7. Conduct market research and analysis to identify trends, opportunities, and strategies. Utilize data analytic tools to track and measure the effectiveness of marketing campaigns and community outreach initiatives, providing reports and insights to develop future strategies. Ensure stakeholders are informed of media coverage. Recommend and implement a project budget and assist with the departmental budget. | 5% |
| 8. Act on behalf of the Director during the Director's absence; perform other duties as assigned. Travel between campuses and community locations is an essential function of this position. | 5% |

SUPERVISORY RESPONSIBILITIES: Direct supervision of staff assigned.

BUDGET RESPONSIBILITIES: Departmental budget.

ESSENTIAL QUALIFICATIONS:

EDUCATION: Bachelor's Degree.

EXPERIENCE: Seven (7) years of related experience.

CERTIFICATIONS/LICENSES:

SPECIAL CONDITIONS:

1. This is a security-sensitive position as defined under the Texas Education Code, Section 51.215; the successful applicant will be required to undergo a criminal background check, as permitted and/or required by applicable law, and in accordance with the College's policies and procedures.

SPECIAL SKILLS AND ABILITIES:

1. Skills/Abilities:

- Experience and working knowledge in public relations, marketing, and communication;
- Strong organizational and interpersonal skills;
- Strong oral communication skills, including public speaking;
- Ability to write effectively as well as proofread and edit the work of others;
- Ability to write for a variety of professional formats, including but not limited to news releases, media alerts, emails, television (TV), print, and radio advertising copy, social media, speeches, letters, etc.;
- Must be able to coach, lead, guide, and direct stakeholders on communication best practices and strategies;
- Experience working with the media;
- Experience working at a higher education institution;
- Strong decision-making skills and ability to act with discretion in regard to confidential information;
- Ability to manage multiple projects, prioritize projects, work under pressure, and meet multiple deadlines;
- Ability to implement a variety of public relations, marketing, and advertising projects, including social media;
- Experience coordinating media coverage, press conferences, and events;
- Experience with the media including working with the press and buying TV, print, digital, and radio advertising;
- Experience managing and supervising personnel;
- Ability to generate and conduct presentations;
- Experience reviewing and recommending budgets;
- Knowledge of photography, videography, and related technology.

2. Equipment Used: Computers, cameras, video equipment, copy machines, telephones, mobile devices, etc.

3. Software Used: Microsoft and Adobe software, including word processing, spreadsheets, databases, email, and presentation software; graphic design, AdobeCS2/3, InDesign, Photoshop, Illustrator, Web Design, and video editing software.

PHYSICAL REQUIREMENTS:

While performing the duties of this job, the employee is regularly required to stand, walk, reach with hands and arms, stoop, kneel, crouch, or crawl and talk or hear; the employee must frequently reach with hands and arms and climb or balance; occasionally required to sit. The employee must regularly lift or move up to 10 pounds, frequently lift or move up to 25 pounds, and occasionally lift and/or move up to 100 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

INTERPERSONAL SKILLS:

Alternative or combined skills in understanding, counseling, and/or influencing people are important in achieving job objectives, causing action, understanding others, or changing behavior, skills of persuasiveness or assertiveness, as well as sensitivity to the point of view of others.

WORKING CONDITIONS:

The work environment characteristics described here represent those an employee encounters while performing the essential functions of this job. While performing the duties of this Job, the employee is occasionally exposed to wet or humid conditions and outside weather conditions. The noise level in the work environment is usually moderate.

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PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands and work environment factors described below are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand			X	
Walk			X	
Sit				X
Use hands to finger, handle or feel		X		
Reach with hands and arms		X		
Climb or balance		X		
Stoop, kneel, crouch, or crawl		X		
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds				X
Up to 25 pounds			X	
Up to 50 pounds		X		
Up to 100 pounds		X		
More than 100 pounds	X			

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions(non-weather)		X		
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold(non-weather)	X			
Extreme hot (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements	
Close vision (clear vision at 20 inches or less)	X
Distance vision (Clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	

The intent of this job description is to provide a representative and level of the types of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Employee may be directed to perform job-related tasks other than those specifically present in this description.

I certify that I have received a copy of this job description. I have read and understand the duties and responsibilities of this position.

X _____
Employee Signature **Date**