West Valley - Mission
Community College District

Class Specification

Director, Marketing and District Public Relations

Classified Administrative Position (Exempt Status)
Administrative Salary Schedule – Range 25

Definition

To plan, organize, direct and coordinate the activities of the marketing and public relations department within the District and College including strategic marketing, public information, crisis response, community and governmental relations, and visual design; to coordinate marketing and public relations activities with other district departments; and to provide highly complex staff assistance to the President and Chancellor.

Supervision Received and Exercised

Receives administrative direction from the President.

Exercises direct supervision over assigned supervisory, professional, technical and administrative support staff.

Examples of Essential Duties

Duties may include, but are not limited to, the following:

- Develop and implement department goals, objectives, policies and procedures.
- Provide strategic direction and leadership for all marketing and communication initiatives, ensuring alignment with the mission, enrollment goals, and institutional priorities.
- Serve as the district lead for marketing strategy and provide direction for the District's communication and marketing plans.
- Direct, oversee and participate in the development of the marketing and public relations work plan; assign work activities, projects and programs; monitor workflow; review and evaluate work products, methods and procedures.
- Lead the development and execution of a comprehensive digital marketing strategy that leverages emerging technologies to enhance visibility, engagement, and recruitment outcomes.
- Oversee the collection, analysis, and interpretation of campaign data, insights, and trends to inform strategic decisions and resource allocation that enhance ROI, audience targeting, and campaign effectiveness.
- Champion the use of analytics tools, dashboards, and automation to create a culture of accountability and continuous improvement in marketing performance.
- Prepare the marketing and public relations budget; assist in budget implementation; participate in the forecast of additional funds needed for staffing, equipment, materials and supplies; administer the approved budget.
- Recommend the appointment of staff; provide or coordinate staff training; conduct performance evaluations; implement discipline procedures as required; maintain discipline and high standards necessary for the efficient and professional operation of the department.

- Plan, develop, and implement strategic marketing, public information, crisis response, and community and governmental relations programs; advise executives on public relations and crisis situation consequences related to existing and potential programs and policies.
- Develop and recommend new and/or improved public, community or governmental relations opportunities to the President; provide advice on internal and external marketing and communications systems and methods; assist the President and administration with outreach efforts as appropriate; write speeches for the President as requested.
- Serve as primary liaison with the media providing accurate and timely public information; maintain positive working relationships with area media representatives; prepare press releases and serve as primary spokesperson.
- Coordinate major college events and/or assist in coordinating community events on behalf of the college.
- Plan, oversee and direct visual design services including photography; create or provide graphics, illustrations, cartoons and other artwork; create design and layout, determine appropriate typography, and produce final camera-ready copy for informational and marketing materials for College programs and services.
- Represent the department and campus to outside agencies and organizations; participate in outside community and professional groups and committees; provide technical assistance as necessary.
- Research and prepare technical and administrative reports; prepare written correspondence.
- Build and maintain positive working relationships with co-workers, other district employees and the public using principles of good customer service.
- Foster an environment that embraces diversity, integrity, trust and respect.
- Be an integral team player, which involves flexibility, cooperation and communication.
- Perform related duties as assigned.

Minimum Qualifications

Knowledge of

- Principles and practices of marketing and public relations.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Instruments, techniques, and methodologies used in survey design, market research, and data analysis.
- Pertinent local, state and federal rules, regulations and laws.
- Modern office practices, methods and computer equipment.
- Principles and practices of organizational analysis and management.
- Budgeting procedures and techniques.
- Principles and practices of supervision, training, and personnel management.

Ability to

- Organize and direct the marketing and public relations operations.
- On a continuous basis, analyze budget and technical reports; interpret and evaluate staff reports; know laws, regulations and codes; observe performance and evaluate staff; problem solve department related issues; remember various rules and procedures; and explain and interpret policy.
- On a continuous basis, sit at desk and in meetings for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Gain cooperation through discussion and persuasion.
- Interpret and apply district, division and department policies, procedures, rules and regulations.
- Supervise, train and evaluate staff.
- Use sound judgment in recognizing scope of authority.
- Operate and use modern office equipment including computers and applicable software including professional photography equipment.
- Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.
- Utilize appropriate safety procedures and practices for assigned duties.
- Communicate effectively orally and in writing.
- Relate effectively with people of varied academic, cultural, and socio-economic backgrounds using tact, diplomacy and courtesy.

- Establish and maintain effective, cooperative and collaborative working relationships with others.
- Work beyond normal business hours, attend evening meetings, and/or perform weekend work and the ability to travel.

Experience and Education

Any combination of experience and education that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience

Five years of increasingly responsible experience in marketing and public relations; including two years of administrative and management responsibility.

Education

Equivalent to a Bachelor's degree from an accredited college or university with major course work in marketing, public relations, public administration or a related field. A Master's degree is desirable.

License and Certificate

Possession of, or ability to obtain, an appropriate, valid California driver's license.

EEO Category: Executive/Administrative/Managerial

Approved Date: November 11, 2025