



4301 Third Street • Tillamook Oregon 97141

# Position Opening Notice

## Marketing and Development Specialist

### **College and Area Information**

Tillamook Bay Community College (TBCC) is seeking an experienced, enthusiastic and highly skilled candidate to serve as Marketing and Development Specialist, and to work in conjunction with and support of the College's mission: to provide access to quality education in response to the needs of the community.

Tillamook Bay Community College is located 85 miles west of Portland on the beautiful North Oregon Coast in Tillamook, Oregon; the county seat of Tillamook County. The County has a population of 26,000 and TBCC serves over 2,300 students during the 2016-17 academic year.

### **Organizational Relationship**

Reports to the Director of Development and College Advancement

### **General Statement**

Under the guidance of the director of development and college advancement, the marketing and development specialist will be responsible for supporting the successful implementation of an annual communication and marketing plan for Tillamook Bay Community College and Board administration and program support for the Tillamook Bay Community College Foundation.

### **Term of Employment**

Annual: position July 1 – June 30

1 FTE (40 hours a week; may include some evening and weekend work)

Leave in accordance with current TBCC Policy 312 and corresponding regulations.

## **Major Areas of Responsibility**

- I. Communications and Marketing
- II. Digital and Social Media Management
- III. Foundation Program Support

## **Specific Responsibilities**

### Communications/Marketing

- Copy Writing – Write, edit, proofread and distribute press releases, radio promotions, and news articles under the direction of the director of development and college advancement.
- Graphic Design - Design and produce newspaper ads, posters, fliers, event programs, banners and other promotional material using Adobe InDesign.
- Publication Coordination - Coordinate the production of publications including the term course schedule, foundation newsletter, and annual report providing copywriting and design support as needed. This is
- Material Development - Develop promotional materials for academic programs, student success initiatives, and Foundation fundraising initiatives working cross functionally with the student services and academic teams and others as needed.
- Brand Management - Maintain brand guidelines and train others including third parties on appropriate use. Maintain the digital assets of the organization and meet compliance responsibilities. Respond to general inquiries for artwork, digital assets and brand templates.
- Manage supplies and expenses – track and manage all marketing supplies and expenses and process invoices through the business office.
- Support all administrative functions of the office.

### Digital and Social Media Management:

- Serve as primary content developer for social media channels under the direction of the director of development and college advancement.
- Work with multiple contributors across the college to develop social media content and keep a calendar of material to post.
- Maintain the Constant Contact email marketing database and develop email campaigns as directed.
- Support the development of content for the TBCC website and be responsible to maintain the News and Events section. Serve on the website oversight committee.
- Schedule and coordinate logistics for video productions and photoshoots including site preparation, participants and all compliance components.

### Foundation Program Support:

- Serve as administrator for the Foundation scholarship program: prepare annual applications, intake student applications, work with financial aid office to obtain and verify information, prepare and distribute promotions internally and externally
- Develop and coordinate donor stewardship materials and logistics for special events including the annual scholarship luncheon.
- Write student success stories and donor profiles for the Foundation web pages and other distribution channels.
- Serve as primary content developer for Foundation newsletter and manage semiannual logistics and distribution.
- Manage all board meeting logistics from room scheduling, creation of the Board packet to lunch selection.
- Attend all board and committee meetings and take notes and provide accurate minutes.
- Keep current board rosters, contact information and college policy records
- Create and maintain accurate and current files for donors, partners and endowed scholarships
- Receive and process all donor gifts into the Foundation database
- Create and print reports and mailing lists from the Foundation database

## **Required Qualifications**

- Associates degree or equivalent in communications, marketing, business or related field with at least three years of experience in an office environment
- Experience using social media sites
- Previous experience writing and editing business documents
- Previous experience designing flyers, ads, or other promotional materials
- Previous experience supporting projects that require high level thinking as well as attention to detail
- Excellent interpersonal skills, personal initiative and can-do positive attitude.
- Must be able to work effectively with multiple stakeholders to achieve positive results.
- Ability to deliver accurate and timely information to meet program needs.
- Ability to manage multiple projects at one time with a flexible attitude.
- Excellent writing, grammar, and proofreading skills.
- Proficient computer skills, including adept typing ability and operation/troubleshooting of Microsoft Windows operating system and applications.
- Must be able to lift and carry 25 lbs.
- Skilled in Adobe Creative Suite (InDesign, Photoshop, Illustrator) or a willingness to learn applications within first 6 months.

## **Application Information**

Complete application packets will have first consideration. The submission of all required application materials is the responsibility of the applicant.

Please respond via email with cover letter, resume and application indicating proof of your abilities to achieve the above job description and a minimum of three references to:

[patryan@tillamookbaycc.edu](mailto:patryan@tillamookbaycc.edu)

Applications may also be mailed to:

Tillamook Bay Community College

Attn. Human Resources

4301 Third Street

Tillamook, OR, 97141

To print application go to: <http://tillamookbaycc.edu/tbcc-employment-opportunities/>

Choose the staff application packet. Application cannot be filled out on-line.

Candidate selected for hire must provide official academic transcripts. Applicants must be prepared to interview at their own expense.

## **Position Open until filled**

First review of applications: September 27, 2018

## **Compensation and Position Availability**

This is a 1.0 FTE position. Salary is \$36,482-\$38,704/annually, depending on experience. Benefits are in accordance with Board Policy.

