



# **Marketing Specialist**

## **Organizational Relationship**

Reports to: Executive Director of Advancement and the TBCC Foundation

## **General Statement**

Under the guidance of the executive director of advancement, the marketing specialist will be responsible for producing marketing and communication materials to advance public awareness of TBCC's mission and achievements, accurately promote academic programs and services, and encourage student enrollment. The work includes graphic design, writing, and editing for multiple communication channels such as radio, print media, social media and web pages. The position will work cross functionally with the student services and academic teams, and others, to create and distribute materials that accurately reflect information from across the campus. This position requires a high level of collaboration, personal initiative, a flexible attitude, and creative problem solving skills.

## **Term of Employment**

Annual: position July 1 – June 30; academic calendar of 249 days

Type: 1 FTE; 40 hours a week

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

## **Major Areas of Responsibility**

1. Provide graphic design and content development for marketing and communication materials to advance public awareness of TBCC's mission and achievements, accurately promote academic programs and services, and encourage student enrollment.
2. Serve as primary content developer for social media channels.
3. Serve as the lead administrator for the TBCC website and ensure content is accurate and engaging at all times and all compliance and stakeholder expectations.
4. Produce print publications both in-house and working with outside vendors.
5. Maintain and facilitate production of photography and digital assets for the college while complying with Family Educational Rights and Privacy Act (FERPA).

## **Specific Responsibilities**

### **Graphic Design and copywriting**

- Design and produce newspaper ads, posters, fliers, event programs, banners, and other promotional material to serve the needs of departments across campus.

- Facilitate the production of and provide graphic design support and copywriting for college publications including the TBCC Term Schedule of Classes, TBCC Foundation newsletter, and an Annual Report.
- Coordinate the production of promotional materials for academic programs, student success initiatives, and Foundation fundraising initiatives working cross functionally with the student services and academic teams, foundation staff, and others as needed.
- Support college and foundation events by producing marketing materials for activities and events and at times coordinate logistics.
- Write and distribute media releases, radio promotions, feature stories, and newsletter articles under the guidance of the executive director of advancement to engage the community and support the office of the president.

### Social Media

- Serve as primary content developer for social media channels under the direction of the executive director of advancement.
- Work with multiple contributors across the college to develop social media content and keep a calendar of material to post.
- Adhere to industry best practices and work within the framework of the TBCC social media policy.

### Website

- Serve as the lead administrator for the TBCC website. Make edits to content and pages to ensure the website accurately reflects the programs and services of TBCC and meets all compliance and accreditation requirements for information. Build new pages working in collaboration with subject matter experts.
- Responsible for maintain the website front page and news and events section.
- Work in collaboration with the IT team to ensure the TBCC website is ADA compliant and all plugs-in and maintenance is completed on schedule.

### Marketing Administration

- Coordinate contracts with outside vendors: Review agreements, track expenses, schedule meetings, code invoices, and support positive outcomes.
- Schedule and coordinate logistics for video productions and photoshoots including site preparation, participants, and all compliance components.
- Serve as the coordinator for translation efforts across the college. Track expenses, translated materials, and ensure materials are up to date.
- Maintain digital assets and respond to general inquiries for artwork.
- Maintain the Constant Contact email marketing database and develop email campaigns as directed.
- Order promotional items and track supplies to ensure the student services team and others have promotional items for students.

- Track expenses and manage ordering marketing supplies and processing of invoices through the business office.
- Support all administrative functions of the marketing department.
- Manage marketing projects as will be assigned from time to time to support annual service area outcomes and department projects.
- This position will be a member of the TBCC College Council, the Strategic Enrollment Management committee, and support the work of the Equity and Inclusion Committee on an as needed basis.

### Knowledge, Skills, Abilities

- Ability to thrive in a fast paced, deadline driven environment.
- Ability to prioritize and meet deadlines for multiple competing priorities.
- Must have a willingness and desire to work with others to achieve positive results.
- Must have excellent interpersonal skills, which include the ability to listen and act on feedback from team members.
- Ability to plan, organize, and track projects.
- Ability to show flexibility and tact when dealing with others.
- Ability to take initiative and use creative problem solving skills to achieve goals.
- Ability to deliver accurate and timely information.
- Ability to follow a production plan and work as part of a team.
- Ability to follow brand guidelines.
- Excellent writing, grammar, and proofreading skills.
- Skilled in graphic design to create promotional materials.
- Ability to professionally represent the organization with vendors and partners, and deliver exceptional customer service with a collaborative attitude.

### Required Qualifications

- Associate degree in communications, marketing, business, or related field with at least three years of experience in an office environment.
- Experience with graphic design to create marketing materials and promotions for business.
- Experience generating content for social media and an understanding of social media best practices and principles.
- Experience supporting projects that require attention to detail.
- Experience writing for a professional environment
- Experience working as part of a team to achieve goals.
- Proficient in Microsoft office applications with adept typing skills.
- Must be able to lift and carry 25 lbs.
- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator) or the ability to learn within the first six months.
- Experience using Wordpress or a similar content management system to maintain a website.

### Preferred Qualifications

- Bi-lingual in English/Spanish
- Photography skills

## 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

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.

## Position open until filled

## Compensation and Position Availability

This is a 1.0 FTE fulltime position.

\$39,444 - \$41,845 (D.O.E)

Benefits are in accordance with Board Policy. Full employer paid PERS.