



TILLAMOOK BAY

COMMUNITY COLLEGE

Position Title: Marketing Coordinator

Type: Full Time

Location: Tillamook Bay, OR

Department: Administration

Compensation Band: 17 \$46,574.73 - \$66,404.42

Hiring range: \$46,574.73 - \$52,420.26

Initial Placement: Based on qualifications, experience, and internal equity.

FLSA: Exempt

Term of Employment Annual: 1.0 FTE position; July 1 - June 30. Leave in accordance with current TBCC Policy 312 and corresponding regulations.

Organizational Relationship: Reports to the Vice President of Administration and College Relations

Marketing Coordinator

Are you interested in pushing the boundaries of what education could be for a dynamic community college in a beautiful rural setting? Are you excited about helping to further the education and transform lives of people in our diverse community? If yes, then this is the position for you!

As Marketing Coordinator, you will put your experience and expertise to use by coordinating the efforts of the college's marketing program to advance public awareness of TBCC's mission and achievements, accurately promote academic programs and services, and encourage student enrollment. The Marketing Coordinator will plan and execute an annual marketing and communication plan that includes graphic design, writing, and editing for multiple communication channels such as radio, print media, social media and web pages. This position requires a high level of collaboration, personal initiative, a flexible attitude, and creative problem solving skills.

TBCC strives for equity and inclusion; committed to hiring and retaining diverse and dedicated faculty and staff who lead the way in helping our students expand their knowledge and potential. The Marketing Coordinator will be a welcomed part of the campus community, participating in organized meetings, professional development and other opportunities.

College and Area Information

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 nearly 2,000 students per year.

Tillamook, OR is the home of the famous Tillamook Creamery. Hiking, fishing, biking, and camping, are a short car ride away and the town is surrounded on all sides by the amazing Pacific Ocean, as well as many bays and rivers for fishing and water sports. The area is also home to wineries and breweries. Tillamook has small town appeal



TILLAMOOK BAY

COMMUNITY COLLEGE

with a friendly feel and is ready to be home to your next career and family adventure.

Major Areas of Responsibility

1. Coordinate and execute an annual marketing and communication plan.
2. Serve as primary content developer for social media channels.
3. Write and edit publications and marketing materials.
4. 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.
5. Design and produce print publications both in-house and working with outside vendors.
6. Maintain and facilitate production of photography and digital assets for the college while complying with Family Educational Rights and Privacy Act (FERPA).

Specific Responsibilities

- Annually coordinate and implement a comprehensive marketing and communication program to advance public awareness of TBCC's mission and achievements, accurately promote academic programs and services, and encourage student enrollment.
- Partner with the AVP of Student Services and Dean of Student Success to develop messaging for student recruitment and program materials and seek college wide input into marketing and communication efforts.
- Develop key messages for targeted audiences and utilize a variety of communications channels to assist with meeting annual enrollment goals and manage the reputation and image of the College consistent with TBCC's value system while supporting our mission and strategic vision.
- Create marketing strategies and promotional plans for new and current programs and services of the college.
- Coordinate the development of student recruitment materials and program promotions and ensure their compliance with all federal and state disclosures.
- Manage all media relations and provide guidance to public relations and community engagement activities of the College.
- Work with the College President to create an annual editorial calendar for monthly radio interview and TBCC Connections. Assist with writing and editing.
- Design and produce newspaper ads, posters, fliers, event programs, banners, and other promotional material to serve the needs of departments across campus.
- Coordinate the production of and provide graphic design support and copywriting for college publications including the TBCC Term Schedule of Classes and an Annual Report.



TILLAMOOK BAY

COMMUNITY COLLEGE

- Support college and foundation events by producing marketing materials for activities and events. Coordinate booth and logistics for Tillamook County Fair.
- Write and distribute media releases, radio promotions, feature stories, and newsletter articles to engage the community and support the office of the president.
- Serve as primary content developer for social media channels
- 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.
- 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.
- Work in collaboration with the IT team to ensure the TBCC website is ADA compliant and all plug-in and maintenance is completed on schedule.
- 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.
- Manage marketing projects as will be assigned from time to time to support annual service area outcomes and department projects.
- Assist with the coordination of campaign and legislative affairs initiatives as needed.
- Evaluate marketing initiatives and recommend and implement improvements based on results.

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.



TILLAMOOK BAY

COMMUNITY COLLEGE

- 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:

hr@tillamookbaycc.edu

Applications may also be mailed to:
Tillamook Bay Community College
Attn. Human Resources
4301 Third Street
Tillamook, OR, 97141



TILLAMOOK BAY

COMMUNITY COLLEGE

To print application go to: <https://tillamookbaycc.edu/tbcc-employment-opportunities/> Choose the staff application packet.

Candidate selected for hire must provide official academic transcripts.