Long Beach Community College District

CLASS SPECIFICATION
SBDC Marketing and Events Coordinator

FLSA Status: Non Exempt
EEOC Job Category: Paraprofessional
Union Representation: Represented

GENERAL PURPOSE
Under the direction of the SBDC Associate Director (SBDC Lead Center), manage, coordinate and implement all marketing and public relations activities to maintain visibility of the Los Angeles Regional SBDC Network and its programs and services. Assist in complex planning and coordination of events and production of advertisements, brochures, newsletters and network collateral materials. Coordinate with all involved parties to deliver marketing campaigns and activities with successful results, such as increasing clients seeking SBDC services and maintaining a positive productive image for the Network and LBCCD.

ESSENTIAL DUTIES AND RESPONSIBILITIES
The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Develop and manage Network/Statewide marketing materials for the Network, Service Centers and Partners.
2. Act as key point of contact in public relations activities, external media, press releases, etc. Coordinate with College media outreach as appropriate.
3. Assist Executive Director with branding strategies and network marketing activities.
4. Coordinate with LBCCD Community Relations and Marketing personnel.
5. Assist Associate Director in developing appropriately branded packaging of training materials for the network.
6. Manage, coordinate and oversee quarterly publishing of “Success Stories” from Service Centers in the network.
7. Manage, coordinate and oversee network and service center award submissions; identify opportunities (SBA, local, ASBDC and other organizations) and ensure timeline and submission deadlines are met.
8. Oversee and manage network and lead center events, logistics and assist with Annual SBDC Network meetings and awards; annual network retreat. Assist with coordination of annual CA SBCC Conference with California regional leads.
9. Identify opportunities, develop channels and process to promote network training and events.
10. Develop and publish Network/Lead Center electronic newsletters to multiple stakeholders, such as legislators, key stakeholders, service centers, etc.

11. Coordinate with LBCCD Director of Community and Governmental Relations to schedule Capitol Hill visits for Executive Director and compile information packets and reports for annual Capitol Hill visits in D.C. and coordinate SBDC Network activities as appropriate through the College.

12. Maintain and manage Lead Center and service center signage and other visible identifiers of the program.

13. Coordinate and maintain network/lead center website graphics image, content, branding and perform regular updates to the website.

14. Develop and oversee production of annual Network Report and other communication pieces to key stakeholders.

15. Review and maintain advertising/outreach campaign and network collateral materials, marketing templates and related materials to ensure all service centers are in compliance with Network marketing policies.

16. Act as Lead Center point of contact and liaison with service centers, external media, and associates and manage partner and vendor relationships related to events and marketing activities.

17. Maintain Lead Center master contact databases and coordinate mass mailings for network.

18. Select, hire and direct assignments for marketing interns.

19. Coordinate communications between Lead Center staff, District staff, campus, public, key stakeholders, and SBDC network service centers.

20. Assist in event planning and coordination of special network events and functions, including coverage of events and VIPs.

21. Write, format, proofread and prepare material to include advertising, brochures, newsletters and other collateral materials.

22. Research, identify and arrange speaking engagements, presentations or participation for Executive Director and Service Center Directors as appropriate to increase network and program visibility.

QUALIFICATIONS

Knowledge of:

1. Multimedia styles of communication and reporting including web-based modes and electronic interactions for a variety of audiences.

2. Organizational principles and procedures.

3. Computer proficiencies including word processing, spreadsheets, relational databases, web tools and other technology for promotional activities.
4. Excellent oral and written communication skills.
5. Modern office practices, procedures and equipment.
6. Principles and practices of public administration for budgeting, purchasing and record keeping.
7. Correct English usage, grammar, spelling, punctuation and vocabulary based on the AP Style Guide of Writing.
8. Web content, website updating and marketing activities.
9. Vendor management, specifically relating to coordination of marketing and promotional activities and contract deliverables.

**Ability to:**

1. Apply research and evaluation techniques for college marketing and legislative needs.
2. Work independently with minimal direction.
3. Analyze situations accurately and adopt an effective course of action.
4. Prepare clear, concise and accurate reports, correspondence and other written materials.
5. Organize, prioritize and implement multiple projects.
6. Work with and be sensitive to a diverse multicultural and multiethnic environment.
7. Maintain complete and comprehensive records and files.
8. Communicate clearly and effectively, orally and in writing.
9. Prepare clear, concise and comprehensive correspondence, reports and other written materials.
10. Organize, set priorities and exercise sound independent judgment within areas of responsibility.
11. Exercise tact and diplomacy in dealing with sensitive and complex issues and situations.
12. Establish and maintain effective working relationships with District management, faculty, administrators, staff, students, community agencies, elected officials, media personnel, and others encountered in the course of work.

**Education, Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is a Bachelor’s degree from an accredited institution and a minimum of two years of experience in journalism, public relations, marketing or a related field or an equivalent combination of training and experience. Experience in project management and events planning is highly desirable.

**Licenses; Certificates; Special Requirements:**

A valid California driver's license and the ability to maintain insurability under the District’s vehicle insurance policy.
PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit; talk and hear, both in person and by telephone; use hands and fingers, handle and feel computers and standard business equipment; and reach with hands and arms. The employee is frequently required to stand and walk.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

Mental Demands

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve complex problems; use math/mathematical reasoning; perform highly detailed work under changing, intensive deadlines, on multiple concurrent tasks; work with constant interruptions, and interact with District management, staff, contractors, consultants, vendors and others encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this classification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. May be required to work evenings or weekends.

The employee works under typical office conditions. The noise level is usually quiet.