CLASSIFICATION
SBDC Marketing 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), or designee, manage, coordinate and implement all marketing, outreach and public relations activities to maintain visibility of the Los Angeles Regional SBDC Network and its programs and services. Assist in complex planning, organizing and coordination of events; development and production of advertisements, brochures, newsletters and network collateral materials. Research, develop guidelines, support implementation, manage, monitor and assist in enforcing marketing standards and processes across network. Coordinate with all involved parties and key stakeholders to deliver marketing and outreach campaigns and activities with successful results, such as campaigns to increasing awareness and attract new 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, including managing and cataloging collateral materials archives.

2. Key point of contact in earned media campaigns, public relations activities, external media, press releases, etc. Interface and coordinate with District Communications team regarding media outreach, obtain approvals as appropriate, following District media protocols and guidelines.

3. Assist Lead Center management team with branding strategies and network marketing activities. Research and identify key events and activities effective for outreach and dissemination of Network information and recruitment of new clients as appropriate.

4. Assist and support Director and Associate Director in developing appropriately branded and packaging of training materials for the SBDC network.

5. 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.

6. 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.

7. Identify opportunities, develop channels and process to promote network training and events.
8. Develop and publish Network/Lead Center electronic newsletters to multiple stakeholders, such as legislators, key stakeholders, service centers, etc.

9. Coordinate with LBCCD Director of College Advancement, Public Affairs & Governmental Relations to schedule legislative events. Compile information packets and reports for annual events at LBCC or external sites. Coordinate SBDC Network activities as appropriate through the College. Coordinate follow-up activities for legislative visits as assigned.

10. Maintain and manage Lead Center and service center signage and other visible identifiers of the program, and ensure standards are being followed in a consistent manner.

11. Coordinate and maintain network/lead center website, social media channels, graphics image, content, branding and perform regular updates to the website and social media channels, including active posting of items consistent across all Network web presence.

12. Develop and oversee production of annual Network Report and other communication pieces to key stakeholders, and District.

13. 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.

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

15. Maintain Lead Center master contact databases and coordinate mass mailings for network as needed.

16. In collaboration with Regional Director and Associate Director, select, hire and direct assignments for marketing interns.

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

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

19. Develop content material and maintain and update periodically Network advertising, brochures, newsletters and other collateral materials.

20. Research, identify and arrange speaking engagements, presentations or participation for Regional 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 (such as social media channels) and electronic interactions for a variety of audiences.

2. Organizational, marketing and outreach principles and methods.
3. Media and public relations and advertising.
5. Basic budget planning and forecasting.
6. Advanced computer proficiencies including word processing, spreadsheets, relational databases, web tools and other current technology for promotional activities.
7. Excellent oral and written communication skills.
8. Modern office practices, procedures and equipment.
9. Principles and practices of public administration for budgeting, purchasing and record keeping including management of media archives.
11. Web content, website updating, usage of social media channels and other media for marketing and advertising activities.
12. Vendor management, specifically relating to coordination of marketing and promotional activities and contract deliverables.
13. Events planning and management.

**Ability to:**

1. Apply advanced 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, and make recommendations to superiors.
4. Prepare clear, concise and accurate reports, correspondence and other written materials.
5. Organize, prioritize and implement multiple projects at the same time.
6. Work with and be sensitive to a diverse multicultural and multiethnic environment.
7. Maintain complete and comprehensive records and files, including archives.
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 three 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.

Revised: December 3, 2012