



Manager, Marketing and Media

Management Range: I3

Board Approved: 01/11/24

P. 1|3

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

SUMMARY DESCRIPTION

Under the direction of the Associate Vice Chancellor of Government Relations & Strategic Communications, the Manager of Marketing and Media plays a key role in supporting the San Bernardino Community College District's mission to promote access to higher education in the Inland Empire. This role involves coordinating a comprehensive program of video communications that aligns with the marketing objectives and public affairs initiatives of SBCCD. The Manager of Marketing and Media will work closely with various District and College departments to develop marketing plans and campaigns, as well as coordinate a range of strategic communications activities and functions to strengthen SBCCD's reputation and connection to diverse stakeholders.

REPRESENTATIVE DUTIES

The following duties are typical for this classification.

1. Provides support to the Associate Vice Chancellor in developing and coordinating public relations activities, including social media, press releases, photo opportunities, and marketing campaigns.
2. Assists in preparing copy for District news/media releases, District newsletters, annual reports, and other publications that serve as information pieces for the communities served by the District.
3. Collaborates with District and College Public Information Officers to identify communication goals and develop comprehensive video communications plans and marketing strategies that align with the District's brand.
4. Conceptualizes, plans, and coordinates all stages of videography and photography projects to ensure high-quality products that align with the District's brand and messaging.
5. Collaborates with the executive team to develop and script engaging video content that effectively communicates the District's mission and values.
6. Manages the production of photography and videography content for various channels and platforms by setting up equipment, capturing footage, and editing and post-processing content. Disseminates the content through TV broadcast, District TV monitors, computer screens, the District website, and social media platforms, in coordination with respective departments and employees.
7. Collaborates with District, College departments, and KVCR to identify opportunities for cross-promotion and integration of video content with other marketing channels, such as, but not limited to print advertising, email marketing, and social media.
8. Attends District and College events and captures engaging photos and videos of key moments and activities.
9. Provides leadership and direction to student workers, professional experts, and consultants involved in videography, photography, and multimedia projects, ensuring brand consistency and quality across all communications functions.



Manager, Marketing and Media

Management Range: I3

Board Approved: 01/11/24

P. 2|3

10. Manages budgets and resources for video production projects, including negotiating contracts with vendors and suppliers, tracking expenses, and ensuring projects are completed within budget.
11. Uses analytics, focus groups, and other methods to track and evaluate the effectiveness of video communications in reaching target audiences, and adjusts strategies and tactics as needed to achieve desired outcomes.
12. Develops culturally competent and ADA-compliant video communications to effectively reach diverse audiences within the District's service area.
13. Develops and maintains relationships with media outlets, public information officers, industry, and community partners to increase the reach and impact of video content.
14. Maintains and updates an accurate and organized inventory of the Department's multimedia equipment, including regular checks and audits to ensure all items are accounted for and properly stored.
15. Performs other duties as assigned.

MINIMUM QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Operational characteristics of current production, editing, and IT infrastructure.
- Video production software equipment such as Adobe Creative Suite, Final cut Pro, and DSLR cameras.
- Techniques and equipment used to create various forms of media and marketing material.
- Shot composition, and usage of creative angles to create exceptional images.
- Principles and techniques of producing and directing video content in a studio or the field.
- Office procedures, methods, and equipment including computers and applicable software applications.
- Pertinent federal, state, and local laws, codes, and regulations, including FCC rules and copyright laws.

Ability to:

- Plan, organize, and execute assigned projects at a high level of quality to meet client expectations/needs.
- Communicate effectively both orally and in writing.
- Establish and maintain cooperative and professional working relationships with SBCCD management, administrators, faculty, staff, vendors, and the public.
- Operate and maintain a wide variety of broadcast and video/audio production and editing equipment.
- Experience executing marketing strategies and plans, yielding demonstrable positive outcomes.
- Background in creating and maintaining production budgets.
- Work nights and weekends.



Manager, Marketing and Media

Management Range: I3

Board Approved: 01/11/24

P. 3|3

Education and Experience Guidelines

Education/Training:

- A bachelor's degree from an accredited college or university with a focus in public relations, communications, media production, or a related field.

Experience:

- Three (3) years of experience in filmmaking, cinematography, photography, and/or producing multimedia communications.

License or Certificates:

- A valid California Driver License.

Equivalency Provision

- In the absence of a bachelor's degree, an associate's degree from an accredited college or university with a focus in public relations, communications, media production, or a related field and five (5) years of experience in filmmaking, cinematography, photography, and/or producing multimedia communications is qualifying.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting; with frequent travel for meetings and events.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight of up to 25 pounds; to occasionally lift, carry, push, and/or pull heavier amounts of weight with or without assistance; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.