

San Diego Community College District

CLASSIFICATION DESCRIPTION

Title: Manager of Creative Services

Unit: Management

Page: 1 of 2

Job Code: C3416

Original Date: 01/2025

Last Revision: 01/2025

Staff Type: Classified

FLSA status: Exempt

Salary Range: 03

DEFINITION

Under the direction of the Vice Chancellor, Marketing, Communications & Public Affairs, plan and implement marketing, branding and creative services for the District, including communications in all formats. Provide leadership for a variety of District-centered initiatives, including editorial oversight; assure the high-quality design, production, printing, and dissemination of a wide variety of District-produced promotional and informational publications to support the District's strategic communications goals and objectives.

EXAMPLE OF DUTIES

1. Prepare consistent marketing materials and publications; internal and external communications materials; and SDCCD branding material.
2. Coordinate consistent branding and styles throughout District campaigns and initiatives; provide direction and training to staff on proper and effective application of the District brand in various communications.
3. Research and write copy for use in a variety of District publications and reports. Provide editorial oversight and creative direction for print and digital publications. Serve as editor of District publications, as directed. Review documents for accuracy, completeness, and conformance to applicable rules and regulations.
4. Oversee the design, development, and implementation of complex District-centered communications. Assist in the development of an integrated publications strategy for the District to include organizing and implementing internal and public information.
5. Design, develop and implement mass media advertising and promotional campaigns on behalf of the District including marketing, event promotion, video production, and social media.
6. Attend various District events to document significant public activities, campaigns, and milestones. Provide event support and coordination as necessary.
7. Operate computers and software applications related to publishing, graphic design, photography, and imaging programs to prepare a variety of documents, graphic arts, reports, and other files and materials.
8. Train, supervise, and evaluate the work performance of assigned staff; provide creative and technical direction; recommend personnel actions, including employment, change in status, and disciplinary action.
9. Oversee budgets, manage consultants, and coordinate media buys to maximize the effectiveness of District marketing campaigns, including direct mail, digital marketing, and other paid media.
10. Coordinate and manage multiple projects relating to the District's Chancellor, Board of Trustees, and the Marketing, Communications & Public Affairs Office. Provide assistance and counsel on a variety of communications issues to the District's colleges. Represent the department when needed at Chancellor's Cabinet and other meetings at the direction of the Vice Chancellor.
11. Perform related duties as assigned.

DESIRABLE QUALIFICATION

Knowledge:

Advancing technologies for marketing, advertising, and public relations programs.
Applicable sections of California Education Code and local, State, and federal laws, rules, and regulations.
Computers and software applications related to publishing, design, photography, word processing, spreadsheets, databases, and imaging presentation suites.
District brand guidelines.
District organization, operations, and objectives.
District rules, regulations, policies, and procedures.
Journalistic styles of writing and editing.
Principles and practices of administration, supervision, and training.
Principles and practices of budget analysis, fiscal control, and recordkeeping techniques.
Principles and techniques of graphic design and printing services, desktop publishing, photography, editing, and proofreading.
Principles, strategies, and techniques of marketing, advertising and public, community, and media relations.
Strategies for higher education marketing and effect communication.
Techniques of preparing, producing, and disseminating information using all communication media.

Skills and Abilities:

Analyze situations accurately and adopt an effective course of action.
Communicate effectively both orally and in writing.
Comply with standards for District identity, uniformity, accuracy, and quality.
Compose journalistic styles of correspondence and reports.
Conduct studies and analyze data.
Demonstrate interpersonal skills using tact, diplomacy, and courtesy.
Develop and control annual budgets and monitor expenditure of funds.
Establish and maintain effective working relationships with faculty, students, staff, administration, educational institutions, and industry groups, local, state and national governing bodies.
Maintain interrelated records and files.
Meet schedules and timelines.
Operate a variety of standard office equipment, including computer hardware and software.
Train, supervise, evaluate, and provide work direction to assigned staff.
Use strong storytelling skills through writing, photography, and other communications media.
Work confidentially with discretion.

Training and Experience:

Any combination of training and experience equivalent to: Bachelor's degree with a major in Public Relations, Journalism, Marketing, or a related field, and three years of increasingly responsible communications and public relations experience.

License:

Valid California driver's license.

WORKING CONDITIONSPhysical Requirements:

Category III

Environment:

Favorable, usually involves an office. May require travel from site to site. May require working evenings and on weekends.