SUPERVISOR, CREATIVE SERVICES
Strategic Communications and Marketing
Classified Management Position
#027

Exempt Position: This is an exempt position and is not subject to overtime pay.
Management earn 22 vacation days per fiscal year.
Closing Date: March 9, 2016 at 4 p.m.

DEFINITION:
Under the direction of the Executive Director of Strategic Communications and Marketing, and in collaboration with the Publications Supervisor and the Web Administrator, the Supervisor of Creative Services oversees the college's operations in web, video, photography, and social media to ensure the channels: demonstrate consistency in all brand standards; meet the marketing and promotional needs of various campus stakeholders; and facilitate internal and external communication for and with the campus community.

REPRESENTATIVE DUTIES (ILLUSTRATIVE ONLY):
• Consults and collaborates with campus stakeholders to understand their marketing and communication needs and to devise plans to help them implement creative content that is aligned with the college’s Educational Master Plan and brand standards
• Develops and manages an overall content strategy based on user needs and stakeholder objectives; evaluates and improves current content and content workflows, and develops best practices for creating high-quality and accessible content
• Collaborates on content leadership on interactive projects from initial concepts to execution and spanning wireframes, briefs, content decks, editorial calendars, style guides, and ongoing content curation
• Provides management, editorial direction, production oversight, and curation of all web, video, public access, still photography, programming and social media content; identifies new content needs; discovers and assesses current and emerging content strategy techniques and best practices
• Develops, manages, supports, and distributes programming from PCC’s campus studio; ensures that all video production (both for online and public access channels) is branded, consistent, and representative of the PCC community; and ensures proper video content placement on the college website, YouTube channel and public access channels
• Leads and manages a team of diverse talents to meet the marketing and communication needs of the campus; reviews all work for quality control; and oversees dissemination of content through internal communication platforms (including but not limited to: daily student news show, campus digital signage, campus marquee) and social media platforms
• Develops meaningful content for the college’s digital channels; sets direction, oversees execution, and evaluates content production and distribution in concert with the strategic goals of the institution
REPRESENTATIVE DUTIES (CONTINUED):

• Identifies marketing opportunities and communication initiatives, and leads in the execution and brand consistency and compliance of web, video, and social content by developing and enforcing a consistent style, identity and voice; plays a key role in shaping the branded strategies and web, video, and communication strategies of all audiences and users, both internal and external to the college

• Facilitates the development of a better user experience, improved functionality, and migration of updated content to the campus’ website; develops SEO and SEM strategy in coordination with the web team to ensure that the college's website is maximizing program outreach and community engagement by improving the visibility of the college's web content in Google search results, and is in alignment with industry best practices

• Establishes and maintains a close working relationship with the Foundation to ensure college-wide coordination of communications efforts, messaging for brand consistency, and to help identify brand overlap and shared resources

• Collaborates with the Executive Director of Strategic Communication and Marketing to ensure a unified brand and communication plan and to develop and manage a strategic social media crisis management policy

• Leads or co-facilitates regularly scheduled briefings and meetings for the Office of Strategic Communication and Marketing

• Gathers feedback and buy-in for marketing and media campaigns as well as for team work-flow processes

• Performs other related tasks as assigned

KNOWLEDGE OF:

• Use metrics to inform more effective communications and site experience

• Use data to drive the decision-making process

• Perform efficiently and effectively with: varying, changing, and multiple shifts; management, classified, faculty, college assistants, and student employees; and the expectations of last-minute work demands

• Communicate effectively, both orally and in writing

• Identify and help facilitate professional learning opportunities for staff; offer support, mentorship, and problem-solving strategies to help the strategic communication team reach their goals and deadlines in an effective manner

• Select, supervise, train, and evaluate the performance of assigned staff; plan, organize, prioritize, and assign individual and team work to meet deadlines

• Establish and maintain cooperative, positive and effective working relationships with others and use interpersonal skills such as tact, patience and courtesy

• Effectively counsel and assist staff, faculty, administrators, and the public

• Work closely and effectively with diverse campus groups

• Demonstrate clear evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students, faculty, staff, and administrators

EDUCATION AND EXPERIENCE:

• Bachelor’s degree in Marketing, Public Relations, Social/Emerging Media Studies, or related communications field, AND

• Five (5) years of experience that includes writing and developing online content, directing and producing video production, experience with social media, content development strategy, and/or equivalent combination of education and experience

DESIRABLE QUALIFICATIONS:

• Passion for the digital industry and marketing

• Experience in community colleges or similar higher education experience

• Strong knowledge of various digital platforms and technologies

• Strong creative skills

• Strong presentation skills
APPLICATION AND SELECTION PROCESS:

1. A letter of interest addressing the selection criteria and extent of experience listed under “The Representative Duties,” “Knowledge of,” “Ability to,” “Education and Experience,” and “Desirable Qualifications” headings.

2. Professional resume.

3. A list of at least five references (name, address, phone number, email address, and position), including your last supervisor, and at least one of each of the following: peer, direct report, and faculty.

4. Transcripts (unofficial copies are acceptable). Official transcripts are required upon offer of employment. Foreign transcripts, degrees require official certification of equivalency to U.S. transcripts and degrees by a certified U.S. review service at the time of application.

SUPPORTING DOCUMENTS:

For full consideration, all of the following must be submitted along with the online application. An incomplete application packet will not be forwarded to the hiring committee for review.

1. A letter of interest addressing the selection criteria and extent of experience listed under “The Representative Duties,” “Knowledge of,” “Ability to,” “Education and Experience,” and “Desirable Qualifications” headings.

2. Professional resume.

3. A list of at least five references (name, address, phone number, email address, and position), including your last supervisor, and at least one of each of the following: peer, direct report, and faculty.

4. Transcripts (unofficial copies are acceptable). Official transcripts are required upon offer of employment. Foreign transcripts, degrees require official certification of equivalency to U.S. transcripts and degrees by a certified U.S. review service at the time of application.

Note: It is the applicant’s responsibility to ensure that all application materials are fully and correctly submitted. All supporting documentation should include position name and/or position number. All materials submitted are for this position only and become the property of the District. Materials, including USB flash drives, compact disks and slides, will NOT be returned, copied or considered for other openings.
ABOUT THE DISTRICT:
Established in 1924, Pasadena City College has been serving the San Gabriel Valley for 90 years. PCC enrolls more than 30,000 students each semester and offers 60 academic and 72 Career and Technical Education programs. The main college campus occupies an idyllic 53-acre site, while the Community Education Center and Child Development Center are located in separate facilities. The college is renowned for its high student transfer rate, national mathematics and forensic honors, and extensive study abroad offerings. 80% of our students receive the Board of Governor’s Fee Waiver which is based upon the federal poverty guidelines. PCC is accredited by the Accrediting Commission for Community and Junior Colleges. For more information, go to www.pasadena.edu.

MISSION:
The mission of Pasadena City College is to provide a high quality, academically robust learning environment that encourages, supports and facilitates student learning and success. The College provides an academically rigorous and comprehensive curriculum for students pursuing educational and career goals as well as learning opportunities designed for individual development. The College is committed to providing access to higher education for members of the diverse communities within the District service area and to offering courses, programs, and other activities to enhance the economic conditions and the quality of life in these communities.

ADDITIONAL INFORMATION:
The Immigration Reform & Control Act of 1987, Public Law 99-603 requires that employers obtain documentation from every new employee which authorizes that individual to accept employment in this country. This requirement applies to both United States citizens and aliens. Any employee who is unwilling/unable to fulfill this requirement will not be employed.

Pasadena Area Community College District will not sponsor any visa applications.

If accommodations are needed for the application process in compliance with the Americans with Disabilities Act, please inform Human Resources.

It is the policy of the PACCD that all candidates for employment need to be cleared for employment through the process of background check and verification of prior employment, references and credentials.

Crime awareness and campus security information are available from Campus Police and Safety. (Public Law 101-542)

The Pasadena Area Community College District does not discriminate in the educational programs and activities operated by the District, or in employment procedures and practices of the District. The Policies of Title IX as developed to date are available for inspection during normal business hours at the District Office at 1570 E. Colorado Blvd., Pasadena, CA 91106.

The Board of Trustees reserves the right to extend time limits or reinstate the search process at any time. The Pasadena Area Community College District is an equal opportunity employer. The District encourages applications from underrepresented minorities and the disabled.

PASADENA AREA COMMUNITY COLLEGE DISTRICT
Equal Opportunity, Title IX, Section 504 Employer