



MPP POSITION DESCRIPTION

Department: Extended Learning (EL)
Success and Enrollment Management
Working Title: Marketing Director
Time Base: Full time
Class Code: 3312
Position Number: 00003033
MPP Job Code: No85

Position Reports To: Associate Dean of Student
Classification: Administrator II
Range Code: 1
Exempt or Non-Exempt: Exempt
Last Update: 05-17-2022

PURPOSE OF POSITION:

Under the general direction of the Associate Dean of Student Success and Enrollment Management, the Marketing Director (Director) provides effective management, leadership, vision, direction, analysis and counsel in the areas of marketing, public relations, crisis communications management, web and social media development, advertising, branding, strategic growth and partnerships for the Extended Learning division. The Director serves as the key strategic and technical advisor on marketing/development issues, programs, opportunities and initiatives. The Director communicates Extended Learning’s marketing messaging, drives lead generation, and ensures attainment of marketing goals for EL.

The position is currently hybrid (2 days in office, 3 days remote); however, this is subject to change based on operational needs.

MAJOR RESPONSIBILITIES:

	<u>% of Time</u>
1. Leadership/Management	25%
2. Strategic Planning	25%
3. University/Community Partnership	25%
4. Functional Oversight Management	25%

LIST OF TASKS FOR EACH MAJOR RESPONSIBILITY:

1. **LEADERSHIP/MANAGEMENT:**
Acts as a change champion. Leads courageously by addressing difficult issues. Works to resolve issues at the peer level and takes measures to mitigate future issues. Supports and moves new initiatives forward. Identifies current and future challenges and proposes effective solutions. Understands what issues require a “sense of urgency” and handles accordingly. Ensures confidentiality around sensitive issues. Facilitates an environment that motivates, empowers, and inspires commitment from employees. Assumes good intent with one another and work on the premise of trust. Demonstrates commitment to creating and sustaining a diverse and inclusive workforce. Provides clear direction. Communicates effectively and with purpose. Creates and implements methods for improving individual and team performance. Builds effective teams committed to organizational goals. Works with a spirit of collaboration, inclusion, respect and collegiality. Takes ownership of issues and demonstrates accountability. Creates an environment in which employees are recognized for their accomplishments and contributions to the success of the team. Builds competence in others through effective coaching, performance management and mentoring. Supports and encourages professional and career development for employees. Fosters a culture of support and success for new hires by utilizing effective onboarding methods. Understand the university’s mission and vision and how the department/division work activities and goals support the mission. Ensures cross-divisional support and participation. Recognizes, understands, and appreciates different roles across the institution. Identifies and calls advocacy behavior. Speaks and advocates with one common voice. Determines, effectively allocates, and coordinates resources.

2. **STRATEGIC PLANNING:**
As a strategic partner, recommends, creates, and implements long and short-term strategic plan goals and operational plans for the Extended Learning organization. Ensures EL/GPS goals align with and support the overall mission of the

university. Motivates and encourages commitment to achievement of strategic plans. Effectively communicates the strategic initiatives. Accomplishes strategic goals for all programs/initiatives of EL/GPS.

3. UNIVERSITY/COMMUNITY PARTNERSHIP:

As a member of the campus community, ensures a community focused strategy to support the university's mission. Identifies and anticipates community needs. Builds effective strategic alliances internally and externally. Collaborates with business partners in the achievement of university goals that support the university's mission. Initiates and develops strong working relationships with the community. Recognizes the importance of collective strength, knowledge, and information. Actively solicits and acts upon feedback. Develops and implements solutions. Successfully negotiates through persuasion. Gains support and commitment from others. Works to find common ground and group consensus. Takes the necessary measures to solicit and influence internal and external support. Demonstrates commitment to diversity.

4. FUNCTIONAL OVERSIGHT/MANAGEMENT:

Oversees the effective management of marketing and communications branding, plans, programs and campaigns for the EL as well as Global Programs and Services (GPS). Provides lead marketing/communications counsel and establishes/maintains/ensures a singular voice. Ensures effective and timely delivery of work product. Analyzes and reports on impact and seeks opportunities for refinement/enhancements that serve to enhance student interest, satisfaction and conversion. Monitors competitive set. Maintains, manages and grows a collaborative, productive and effective marketing team and group of freelancers/consultants. In addition to the aforementioned activities, the Director will:

- With Associate Dean and leadership team, develop annual marketing strategies and measurable goals for specific product lines, curricula, programs, and events; manage marketing team execution of strategies and achievement of goals
- Create and execute an annual strategic and tactical marketing/communications plan for EL/GPS, including electronic media, ad and social media campaigns (print and electronic), brochure development and distribution plan, web and e-commerce strategies, general public and media relations strategies, and client/learner cultivation plan, including SEO/SEM and measurement of results (e.g., Google Analytics) and measurements of return on investment; continuously monitor and analyze results, prepare reports, take corrective actions to meet goals
- Develop annual marketing/communications budget and once approved, monitor costs and analyze the return on investment
- In collaboration with Programming, Educational Programs, Sales & Business Development, Student Services, and external partners, compose effective marketing messaging and materials for the EL courses and programs to attract target audiences and achieve enrollment goals
- Plan and execute product launches, ongoing promotions, and special promotions
- Continuously evaluate and upgrade branding and marketing vehicles and tools such as website, collateral, blogs, social media, etc., according to graphic standards and market-appropriate design
- Oversee integration of marketing tactics in EL/GPS's Customer Relationship Management (CRM) systems to ensure capture and proper segmentation of contacts for outbound marketing campaigns
- Identify opportunities for and coordinate, in collaboration with the Sales & Business Development as well as Outreach & Recruitment teams, EL's participation in conferences, trade shows, education fairs, and other events
- Identify appropriate associations and organizations for presentations or partnerships for promoting EL programs; manage relationships with contracted co-marketing partners, industry influencers, strategic partners, media, and other constituencies
- Collaborate with Campus Partners on most effective ways to execute their individual promotional/publicity plans for specific programs, as appropriate
- May complete special projects and tasks with EL/GPS team
- Build collaborative relationships between the EL/GPS, Campus Partners, CSUSM media/communications office, Chancellor's Office communications, and college personnel as needed; including following CSU and CSUSM graphics, publications, and media standards
- Plan and execute other marketing, promotional and communications strategies and tactics as assigned
- The Director, with input from the Associate Dean and leadership team, will strategically plan, develop, execute, and manage the communication, public affairs, media relations, collateral and publications, product launches, and other marketing activities for EL at the local, regional, and national levels, utilizing state-of-the-art digital and conventional approaches and tools
- Responsible for gathering and reporting metrics relative to the execution and outcomes of marketing efforts

- Offer guidance and coordination for marketing activities across the campus
- The position will require the implementation and administration of marketing, budgeting, communication activities, and management of ecommerce, internet and digital marketing, and website operations according to EL's strategic and tactical marketing plans and revenue goals
- Provide input into enrollment projections, pricing and discounting strategies, product positioning, and product portfolio development.
- Work closely with the Programming, Faculty, Sales & Business Development as well as the Outreach and Recruitment teams to execute broader strategies of client engagement, branding, B2B marketing, business development, and large account management.
- Other responsibilities include collaborations with the CSUSM campus media and communications staff, Chancellor's Office media and communications, and other intersystem entities to champion and promote activities of EL
- Manage alumni relations; including developing and executing communication strategies for specific initiatives and partnerships; and participating within the Enrollment Management/Student Services leadership team and sharing responsibilities to achieve the EL's objectives.
- Oversee the hiring and training of others in this department, as it expands, including staff and/or student assistants.
- Responsible for administration, supervision and support of marketing team, freelancers, consultants and partners.

SUPERVISION OF OTHERS:

- a. Associate Directors
- b. Marketing and Public Information Specialists
- c. Marketing & Social Media Student Assistants

PURPOSE AND NATURE OF WORK RELATIONSHIPS:

- a. Confers with Deans, Department Chairs, and Faculty across campus on a regular basis to identify growth/marketing opportunities for new and existing programs, to develop campaigns and to report on marketing results.
- b. Consults with members of EL Leadership Team, program directors/administrators and Student Services personnel on a daily/weekly basis to develop strategic and tactical marketing plans that support their efforts, report on opportunities/results and ensure that marketing-related needs are being met.
- c. Reviews SEO regularly to assess/monitor progress, issues and opportunities for maximizing impact/responsiveness of EL and related websites.
- d. May work with freelancers/consultants on daily/weekly basis related to copy writing, graphic design, research projects and data/CRM strategy.

REQUIREMENTS OF POSITION:

1. List education and experience required

- a. Bachelor's degree in Marketing or Communications OR related field
- b. Minimum of five (5) years of experience designing and executing industry best-practice marketing strategies, including digital, social, and conventional methods, and tactical plans that have led to demonstrably successful outcomes
- c. Five (5) to seven (7) years of progressively responsible Marketing work experience which includes a minimum of five (5) years leading and/or supervising the work of others; OR an equivalent combination of education and experience.
- d. Preferences
 - i. Master's degree in marketing or communications
 - ii. Work experience in an academic setting, ideally public higher education.

2. List knowledge, skills, and abilities required for this position.

Leadership / Vision:

- a. Demonstrated commitment to CSUSM's mission and goals as a student-centered university dedicated to teaching excellence and active learning with a university first perspective and a customer focused strategy.
- b. Demonstrated ability to establish a clear and understandable vision for the Extended Learning department, engage the university community in the implementation of the vision, and build the operational components to execute the vision.
- c. Demonstrated ability to lead and enable groups of people to face challenges and achieve results in complex conditions.
- d. Demonstrated commitment to diversity, inclusiveness and access in all areas of the university.

Management / Conflict Resolution / Problem Resolution / Initiative / Continuous Improvement:

- a. Successful experience managing a complex organization.
- b. Experience building and managing an effective world-class team dedicated to organizational goals and high performance.
- c. Experience with directing, supervising, motivating and inspiring others; measuring the performance of people, teams and organizations, and assessing performance and progress.
- d. Familiarity with collective bargaining and administering corrective action as appropriate in a collective bargaining environment.
- e. Demonstrated ability to develop and support on-going learning and professional development for staff, managers and emerging leaders.
- f. Demonstrated ability to lead courageously by addressing difficult issues.
- g. Demonstrated ability to prioritize and handle issues based on sense of urgency and importance of the issues.
- h. Demonstrated ability to ensure confidentiality around sensitive issues.
- i. Demonstrated ability to initiate and support innovation with creativity, openness to change, flexibility, responsiveness, and future focus.
- j. Demonstrated ability to apply quality management techniques of continuous improvement and employee involvement to assess and improve services, promote campus culture and build teams.
- k. Demonstrated ability to identify current and future challenges and propose and implement effective solutions.
- l. Experience making effective decisions with sound analytical ability, good judgment and strong operational focus.

Communication:

- a. Excellent oral and written communication skills.
- b. Demonstrated ability to communicate effectively and with purpose to a variety of audiences.
- c. Successful negotiation and persuasion skills.

Strategic planning / Goal Setting:

- a. Experience in strategically supporting growth and/or change.
- b. Experience creating and implementing long and short term goals.
- c. Experience in determining and coordinating resource allocations.
- d. Demonstrated ability to collaborate with multiple entities to plan and accomplish the objectives set forth in the university's strategic master plan, coordinating ongoing multiple large and complex projects from conception to completion in a centralized and highly regulated environment.
- e. Demonstrated ability to find solutions that result in prudent decisions, to promote mutual satisfaction and positive action, and to develop imaginative approaches to achieve individual, unit and institutional strategic initiatives.
- f. Demonstrated ability to apply forward-thinking and creative thought with high ethical standards to develop strategic vision.

Teamwork / Collaboration:

- a. Demonstrated ability to work effectively and build strong alliances internally and externally with a broad range of individuals to bring the University community together around shared goals.

- b. Demonstrated ability to recognize, understand, and appreciate different roles across the institution.

Functional Area Expertise:

- a. Demonstrated ability to translate program ideas into viable marketing plans, and successfully implement and analyze those plans
- b. Demonstrated ability to use market research data to determine the most effective techniques and approaches for reaching target audiences
- c. Thorough knowledge of and ability to use media outlets including planning media coverage and advertising/publicity campaigns
- d. Working knowledge of copyright and other applicable laws pertaining to publication and the media
- e. Thorough knowledge of web technology and new/evolving best practices for achieving communication goals
- f. Working knowledge of and ability to effectively apply, standard theories, practices, principles and technologies related to public affairs, media, social media and marketing
- g. Solid foundation in, and understanding of, communication vehicles, methods, standards

3. List machines, tools, equipment, and motor vehicles used in the performance of the duties

- a. Standard office and communication equipment.

4. List unique working conditions

- a. Occasional overnight travel.

5. Other Employment Requirements

- a. The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- b. This position is subject to a background check including, but not limited to, employment verification, education verification, reference checks and criminal record checks. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.
This position is a "designated position" in the California State University's Conflict of Interest Code. The incumbent in this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.
- c. This position is required to complete Sexual Harassment training.
- d. Must participate in required campus trainings including, but not limited to, Information Security Awareness Training.

PHYSICAL EFFORT, MENTAL EFFORT AND ENVIRONMENTAL FACTORS

Check the appropriate box for each of the following items which most accurately describes the extent of the specific activity performed by this employee on a daily basis.

PHYSICAL EFFORT

Number of hours/day
N/A 1-2 3-4 5-6 7+

1. Sitting
2. Standing
3. Walking
4. Bending Over
5. Crawling
6. Climbing
7. Reaching overhead
8. Crouching
9. Kneeling
10. Balancing
11. Pushing or pulling

	N/A	1-2	3-4	5-6	7+
1. Sitting				X	
2. Standing		X			
3. Walking	X				
4. Bending Over	X				
5. Crawling	X				
6. Climbing	X				
7. Reaching overhead	X				
8. Crouching	X				
9. Kneeling	X				
10. Balancing	X				
11. Pushing or pulling	X				

16. Driving cars, trucks, forklifts and other equipment
17. Being around scientific equipment and machinery
18. Walking on uneven ground

12. Lifting or carrying
 - A. 10 lbs or less
 - B. 11 to 25 lbs
 - C. 26 to 50 lbs
 - D. 51 to 75 lbs
 - E. 76 to 100 lbs
 - F. Over 100 lbs
13. Repetitive use of hands/arms
14. Repetitive use of legs
15. Eye/hand coordination

Number of hours/day
N/A 1-2 3-4 5-6 7+

	N/A	1-2	3-4	5-6	7+
12. Lifting or carrying					
A. 10 lbs or less		X			
B. 11 to 25 lbs	X				
C. 26 to 50 lbs	X				
D. 51 to 75 lbs	X				
E. 76 to 100 lbs	X				
F. Over 100 lbs	X				
13. Repetitive use of hands/arms				X	
14. Repetitive use of legs	X				
15. Eye/hand coordination	X				

Yes No

	X
	X
	X

MENTAL EFFORT

Number of hours/day
N/A 1-2 3-4 5-6 7+

1. Directing others
2. Writing
3. Using math/calculations
4. Talking
5. Working at various tempos
6. Concentrating amid distractions
7. Remembering names
8. Remembering details
9. Making decisions
10. Working rapidly
11. Examining/observing details
12. Discriminating colors

	N/A	1-2	3-4	5-6	7+
1. Directing others			X		
2. Writing			X		
3. Using math/calculations		X			
4. Talking			X		
5. Working at various tempos		X			
6. Concentrating amid distractions			X		
7. Remembering names			X		
8. Remembering details			X		
9. Making decisions		X			
10. Working rapidly				X	
11. Examining/observing details		X			
12. Discriminating colors	X				

ENVIRONMENTAL FACTORS

Number of hours/day
N/A 1-2 3-4 5-6 7+

1. Inside
2. Outside
3. Humid
4. Hazards
5. High places
6. Hot
7. Cold
8. Dry
9. Wet
10. Change of temp
11. Dirty
12. Dusty
13. Odors
14. Noisy
15. Working w/others
16. Working around others
17. Working alone

	N/A	1-2	3-4	5-6	7+
1. Inside					X
2. Outside	X				
3. Humid	X				
4. Hazards	X				
5. High places	X				
6. Hot	X				
7. Cold	X				
8. Dry	X				
9. Wet	X				
10. Change of temp	X				
11. Dirty	X				
12. Dusty	X				
13. Odors	X				
14. Noisy	X				
15. Working w/others				X	
16. Working around others				X	
17. Working alone		X			

SIGNATURES

The last sheet for any staff job description should contain the signature sheet. Signatures will include the incumbent's signature (if applicable) or new employee; the supervisor's signature and all pertinent administrative personnel.

Employee:

Print Name: _____

Signature: _____

Date: _____

Dean/Department Head/Director

Print Name: _____

Signature: _____

Date: _____

Associate Vice President:

Print Name: _____

Signature: _____

Date: _____

Vice President (if different from above)

Print Name: _____

Signature: _____

Date: _____