

Colorado Mountain College

Position Description

Title: Marketing and Brand Coordinator
FLSA Classification: Non-Exempt
Hiring Range: \$52,636.49 - \$58,484.99 (\$25.31 - \$28.12)

Primary Responsibility

The Marketing and Brand Coordinator manages the communication; develops, and implements an integrated communications plan to advance the mission and vision of College while cultivating and expanding relationships with the campus and the public. This position works collaboratively with the Director of Marketing to create and execute both internal and external communication strategies, crisis communications, college-wide brand and marketing initiatives, and content for official communication documents.

Pre-requisites for Position (Qualifications Standards)

Education and experience sufficient for the rigors of the position. Examples may include a Bachelor's degree from an accredited institution and three years of related experience, or equivalent education and experience that will provide the necessary knowledge, skill and abilities to perform the functions of the position.

Degree/experience in in communications, marketing, media, or field related to the position responsibilities field preferred.

Knowledge of: Demonstrated understanding of technical and communication skills and methods; intermediate knowledge of Adobe and Microsoft Office programs (especially Photoshop and Excel); basic knowledge of Wordpress website design and editing; Google analytics, understanding of effective communication, social media and email techniques. Experience with the CRM software preferred.

Ability to: ability to work independently and as a team member; analyze promotional opportunities and challenges, and respond by creating effective, compelling content and collateral that strengthen the college's brand identity internally and externally; ability to manage budgets effectively; ability to write effective promotional copy for electronic media; and willingness to learn new technical and practical skills, and best practices.

Experience with or strong interest in working in higher education preferred.

Welcoming. Innovative. Focused on Student Success. These principles reflect the soul of CMC. They guide us in building our teams, cultivating leaders, and expanding our approaches and mindset. They guide us to be an institution of higher education that's the right fit for every faculty member, staff,

student, and community member in its trust. Applicants must demonstrate a commitment to working effectively with students, employees, and community members of all backgrounds.

Bilingual (English/Spanish) or conversational language abilities preferred.

Essential Duties

Coordinates

- Responsible for ensuring that CMC's brand identity is implemented and maintained consistently and effectively in marketing communications across the college.
 - Creates and curates digital content (video, still, graphics, audio) to maximize promotional opportunities, efficient distribution and consistent communication of the college brand.
 - Develops and reviews new materials, signs, promotional items to ensure branding guidelines
 - Advises staff and enforces appropriate and consistent application of the College's design and branding standards.
 - Identifies staff needs and provides the training and resources for employees to understand and follow branding requirements for use of color palettes, the college logo, college name usage guidelines and other branding elements.
 - Identifies new opportunities for brand placement to promote the college
 - Assists campuses with designs and implementation including signage and interior designs to ensure branding consistency and aesthetic continuity.
 - Monitors and audits existing materials and signage for proper brand implementation
 - Develops and distributes branded promotional materials and resources
 - Semi-annually reviews brand standards and resources for accuracy and currency
- Equal Opportunity statements
 - Works with Legal Counsel and Marketing Editor to ensure non-discrimination disclosure guidelines have been met and ensures materials comply with standards.
- Class Schedule production
 - Collaboratively coordinates class schedule production with appropriate departments and vendors
 - Manages production of campus ads and promotions
 - Ensures brand integrity throughout class schedules (printed and electronic)

Supports

- Web Editor
 - Makes updates and edits to website content as needed
 - Serves as back up for posting emergency messages or other urgent updates
- Events: Provides logistical support for campus-based events and activities.
- Campus Marketing Dept.
 - Office management (scheduling, supplies)
 - Manages POs and accounts payable
 - Secures vendor bids and coordinates contracts
 - Manages digital assets (photos, video, audio, designs) for the Marketing Dept., developing and implementing standardized metadata.

- Creates and curates digital content (video, still, graphic, audio) to maximize promotional opportunities, efficient distribution and consistent communication of the college brand.
- Serves as part of the Communication and Marketing Department to provide overall direction for communication at the college.
- Communicate and collaborate closely with the Director of Marketing on all marketing projects.
- Communicate and collaborate with faculty, student and staff.
- Maintain consistent marketing messaging and images and provide input into the selection of images to represent the College.
- Performs other duties as assigned.

Supervision Received

This position reports to a designated administrator.

Supervisory Responsibility

This position does not supervise others but may serve as a lead in areas of expertise.

Special Conditions of Employment

Successful completion of a background check including motor vehicles records report will be required. Incumbents in this position will adhere to all safety and compliance policies of Colorado Mountain College while performing all duties assigned. This position will be expected to travel within the the CMC district/service area.

Working Conditions

This position requires constant sitting, occasional walking, standing and driving; occasional handling objects, pushing/pulling; frequent reaching with hands/arms, and use of finger movements; occasional lifting, carrying, pushing or pulling objects up to 25 lbs; ordinary talking, hearing and full vision capabilities; and the ability to read/comprehend. Write, communicate orally, and reason and analyze constantly; and perform calculations occasionally. Work is performed using a computer and standard office equipment daily, and driving a vehicle occasionally.

Position code:	606000/443110
Date of review:	5% 2022 COLA added to 7.2021 range

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NOTE: This position description is intended to indicate the basic nature of positions allocated to this class and provide examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned. Employee may perform other related duties as required to meet the ongoing needs of the organization.