

**Marketing Supervisor**  
**Foothill-De Anza Community College District**

Direct Link: <https://www.AcademicKeys.com/r?job=243362>

Downloaded On: Aug. 31, 2024 10:16pm

Posted Aug. 20, 2024, set to expire Jun. 1, 2025

<b>Job Title</b>	Marketing Supervisor
<b>Department</b>	Staff
<b>Institution</b>	Foothill-De Anza Community College District Los Altos Hills, California
<b>Date Posted</b>	Aug. 20, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Professional Staff
<b>Academic Field(s)</b>	Administration - Other
<b>Apply Online Here</b>	<a href="https://apptrkr.com/5529773">https://apptrkr.com/5529773</a>
<b>Apply By Email</b>	
<b>Job Description</b>	

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**Marketing Supervisor**

HR EMPLOYMENT/CAREERS  
**Initial Review Date: 09/06/24\*\***

**\*\*This position will become Open Until Filled after the initial review date. Any complete applications received while the position is Open Until Filled will be reviewed by the hiring committee only upon committee request.**

**Starting Salary:**\$7,652.54 (per month) plus benefits; **Salary Grade:** C4-59

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**Full Salary Range:** \$7,652.54 - \$10,265.99 (per month)

**The Foothill-De Anza Community College District is currently accepting applications for the classified supervisor position above.**

The Foothill - De Anza Community College District does not have a remote work policy. All employees are expected to be available to work in person and on-site per the requirement of the department.

The Foothill-De Anza Community College District does not reimburse applicants for travel, lodging or any other costs incurred by applicant to attend interviews. All interviewing costs incurred will be the responsibility of the applicant.

**Foothill - De Anza District Mission Statement:**

The mission of the Foothill-De Anza Community College District is student success and educational excellence. The district and its colleges provide access to affordable, quality educational programs and services that develop a broadly educated and socially responsible community that supports an equitable and just future for California and the global community. Every member of our district contributes to a dynamic instructional and learning environment that fosters student engagement, equal opportunity, and innovation in meeting the various educational and career goals of our diverse students. Foothill-De Anza is driven by an equity agenda and core values of integrity, inclusion, care for our students' well-being, and sustainability.

**Foothill College Mission Statement:**

Embracing inclusivity and building strong communities, Foothill College serves diverse learners and equips its students with critical thinking skills to address complex societal challenges, to thrive in the global workforce, and to engage in a life of inquiry.

**DEFINITIONS:**

Reporting to the Associate Vice President of College and Community Relations, Marketing, and Communications, this position supports and oversees the day-to-day operations of the college marketing department. This includes the preparation and development of internal/ external advertising, social media, print, TV and Radio campaigns. The Supervisor provides support to the execution of all promotions, marketing materials and events associated with Foothill College. In addition, he/ she coordinates and supports the publication of the college catalogue and the college website.

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The Supervisor performs all related duties as assigned by the Associate Vice President of College and Community Relations, Marketing, and Communications. In a team-oriented environment, he/she has the ability to work collaboratively and communicate effectively with team members and has the ability to build support for ideas and actions from faculty, staff and peers in order to accomplish a task or goal.

### **KEY DUTIES and RESPONSIBILITIES:**

The following duties and responsibilities are typical but not limited to the following:

1. Develop and implement a strategic enrollment management plan for the College in collaboration with campus leaders including the development of enrollment metrics/targets for all programs.
2. Implement programming and activities to ensure meeting metric targets in collaboration with Admissions, Outreach, Institutional Research, and Instruction.
3. Evaluate program goals and metrics; serve as a liaison with Institutional Research, Deans, and Senior Staff.
4. Chair regular meetings to coordinate, communicate and review program operations and objectives.
5. Develop and manage budget projections and monitor expenditures of all program funds to meet institutional goals. Seek additional funding where necessary, and collaborate with other offices to maximize resources. Report directly to the Associate Vice President of College and Community Relations, Marketing, and Communications.
6. Plan, organize, and supervise the day-to-day operations for editorial and design staff to create effective marketing campaigns, publications to increase enrollment.
7. Interview, select and hire employees; supervise, assign, direct and schedule work activities; explain how duties are to be carried out.
8. Collaborate with Supervisor of Student Outreach and CTE Transition and Instructional Deans in the creation, content, and production of outreach materials, collateral and program promotion.
9. Evaluate the performance of assigned personnel; effectively communicate how the performance of duties will be measured; recommend promotions and rewards for service.
10. Address and resolve a wide variety of concerns and complaints; adjust grievances; recommend transfers and reassignments; design performance improvement plans when indicated.
11. Counsel employees; address performance problems through corrective disciplinary action; suspend and/or terminate personnel according to established policies and procedures.
12. Monitor and approve monthly time and attendance records and approve requests for time off and additional time worked, including any overtime worked and compensatory time worked/taken.
13. Support, implement, and promote compliance with the District's Diversity and Equal Opportunity Plan in all aspects of employment and education; encourages cultural and ethnic diversity in staffing, curriculum, programs, and services.

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14. Plan, coordinate and arrange appropriate training for assigned personnel; develop and initial departmental activities, orientations and in-services to review policies and procedures of the program, the College and changes on State regulations.
15. Assure compliance with the District's Injury and Illness Prevention Program by providing motivation, incentives, and discipline to assigned staff; maintains a safe work environment, enforcing safe work practices, reporting and investigating accidents, and maintaining necessary documentation.
16. Perform other related duties as assigned.

## **EMPLOYMENT STANDARDS**

### **Knowledge:**

1. Effective marketing and recruiting methods.
2. California Community College policies and procedures.
3. Title V Regulations and the California Education Code (with particular relevance to dual enrollment)
4. Federal Education Reporting Privacy Action (FERPA) guidelines.
5. Hiring and liability policies.
6. Principles of leadership, management, and supervision.
7. Principles and practices of higher education organization and structure.
8. Customer Relationship Management software, design software (i.e. Adobe Creative Suite, email communication software such as Constant Contact, Mail Chimp, Survey Monkey etc.)
9. Principles of journalism
10. Printing, graphic design and web page administration
11. Search Engine Optimization, Search Engine Marketing, Site Marketing, Content Marketing, Social Media
12. Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production etc.
13. Budget and finance
14. Data analytics, A/B Testing Implementation, marketing strategy and evaluation.

### **Skills and Abilities:**

1. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college

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- students, faculty and staff.
2. Effective written and oral communication skills.
  3. Experience working with underserved populations.
  4. Experience working in a collaborative setting in a complex, large organization, preferably higher education.
  5. Interpret and apply rules, regulations, policies and procedures.
  6. Communicate effectively both orally and in writing.
  7. Team leadership and decision-making.
  8. Training, assign, supervise, evaluate and develop staff.
  9. Handle difficult and sensitive issues and problems and resolve conflicts.

**MINIMUM QUALIFICATIONS:**

1. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Any combination equivalent to a bachelor's degree in a related field **AND** three (3) years related work experience.

**WORKING CONDITIONS:**

**Environment:**

1. Typical office environment.

**Physical Abilities:**

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Vision sufficient to read various materials.
4. Sitting for extending periods of time.
5. Bending at the waist.
6. Lifting and carrying objects up to 20 lbs.

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**APPLICATION PACKET:**

1. A District on-line application on <http://hr.fhda.edu/careers/>. \*In the application, you will provide information, which demonstrates your understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. A cover letter addressing your qualifications for the position.
3. A current resume of all work experience, formal education and training.

**If any required application materials are omitted, the committee will not review your application. Items not required (including reference letters) will not be accepted. For full-consideration, all application packets must be received by 11:59 pm on the closing date.**

**Please allow yourself ample time to complete your application and resolve any technical difficulties that may arise with your submission. We do not guarantee a response to application questions within 48 hours of the closing date.**

**CONDITIONS OF EMPLOYMENT:**

**Position:** Full-Time, Permanent, 12 months per year

**Starting date:** As soon as possible upon completion of the search process.

Excellent benefits package which includes medical coverage for employee and eligible dependents, dental, vision care, employee assistance program, long term disability, retirement benefits and basic life insurance. For information on our benefits package that includes medical for employees and dependents, visit our web site: <http://hr.fhda.edu/benefits/index.html>.

Persons with disabilities who require reasonable accommodation to complete the employment process must notify Employment Services no later than the closing date of the announcement. The successful applicant will be required to provide proof of authorization to work in the U.S. All interviewing costs incurred by applicant are the responsibility of the applicant.

For more information about our application process contact:



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Employment Services

Foothill-De Anza Community College District

12345 El Monte Road

Los Altos Hills, California 94022

(650) 949-6217

Email: [employment@fhda.edu](mailto:employment@fhda.edu)

<http://hr.fhda.edu/>

To apply, visit <https://fhda.csod.com/ux/ats/careersite/4/home/requisition/1806?c=fhda>

### Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

#### Contact

Staff

Foothill-De Anza Community College District

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