

Richmond Community College

Job Description

Position Title: Assistant Director of Marketing

General Description: Reporting to the Associate Vice President of Marketing and Strategic Planning, the Assistant Director of Marketing and Communications is responsible for supporting the College's marketing and community outreach efforts for recruitment and retention, strengthening the College's image and brand, and informing stakeholders and the community of the programs and services offered by the College.

Duties and Responsibilities of the Position:

1. Develop and create content, both under the direction of the Associate Vice President of Marketing and Strategic Planning and independently, for the College website, social media sites, brochures, flyers, mailers and other promotional pieces.
2. Develop and create advertisements, both under the direction of the Associate Vice President of Marketing and Strategic Planning and independently, for newspaper, billboard, online, radio and television.
3. Promote the College through internal and external communications, including but not limited to news releases and newsletters.
4. Maintain website and social media content.
5. Plan, promote and market college-wide events.
6. Complete photography and videography projects for the College.
7. Strategize on the continued development and implementation of the RichmondCC marketing plan.
8. Develop new activities that serve to strengthen the College's brand or support the College's enrollment management plan.
9. Actively recruit new students at various promotional activities (festivals, fairs, community events).
10. Initiate involvement of all faculty and staff members in various recruiting activities.
11. Coordinate tours and other on-campus activities with various community groups.
12. Fulfill other duties as assigned by the Associate Vice President of Marketing and Strategic Planning.

Knowledge, Skills and Abilities:

Excellent written and oral communication skills. Knowledge of AP style. Willingness to work evenings and weekends as necessary. Ability to work with minimal direct supervision. Ability to complete multiple complex projects simultaneously. Ability to meet tight deadlines. Ability to gather, analyze, and clarify data. Ability to work across demographic, socioeconomic and psychographic spectrum to meet needs of prospective students. Demonstrable enthusiasm for the community college mission.

Minimum Education and Experience:

Bachelor's degree in Public Relations, Journalism, Communications, Marketing or related field required. Minimum of two years' experience in communications and marketing preferred. Technical skills in computer applications and experience using Adobe Creative Suite (InDesign, Illustrator and Photoshop) and Microsoft Office required. Experience in using a content management system to maintain a website, photography and videography preferred. Portfolio of design work and writing samples required as part of application.

Salary Level: 8

Location: Main Campus

**Questionnaire for Compliance with Americans
with Disabilities Act Interview guide for collecting job
analysis information**

Job Title: Assistant Director of Marketing and Communications

Division: President's Office

Location: Hamlet

Supervisor's Title: Director of Marketing and Communications

Department: Professional

Shift: 8:00-5:00

1. General Purpose of Job. Briefly describe the job's primary purpose or contribution to the department or organization.

See job description.

2. Duties and Responsibilities. List the job's essential or most important functions and responsibilities. Include all important aspects of the job -- whether performed daily, weekly, monthly, or annually; and any that occur at irregular intervals.

See job description.

3. Supervisory Responsibilities. If this job supervises others, give the name of unit(s) or department(s) managed and number of employees supervised. If there are subordinate supervisors, list them also.

4. Physical Demands:

4A. How much on-the-job time is spent in the following physical activities?

Show the amount of time by checking the appropriate boxes below.

	None	Amount of Time Up to 1/3	1/3 to 2/3	2/3 and more
Stand	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sit	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Talk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
or hear	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use hands to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
finger, handle or	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
feel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Climb or	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
balance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stoop,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
kneel, crouch or	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
crawl	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reach with	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
hands and arms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taste or smell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4B Does this job require that weight be lifted or force be exerted? If so, how much and how often? Check the appropriate boxes below.

		Amount of Time			
		None	Up to 1/3	1/3 to 2/3	2/3 and more
Up to 10 pounds	Up to	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to 25 pounds	Up to	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50 pounds	Up to	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
100 pounds	More	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
than 100 pounds		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4C Does this job have any special vision requirements? Check all that apply.

- ☐ Close vision (clear vision at 20 inches or less)
- ☒ Distance vision (clear vision at 20 feet or more)
- ☒ Color Vision (ability to identify and distinguish colors)
- ☐ Peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)
- ☒ Depth perception (three-dimensional vision, ability to judge distances and spatial relationships)
- ☒ Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus)
- ☐ No special vision requirements

4D Make notes on the specific job duties that require the physical demands selected above.

5. Work Environment:

5A. How much exposure to the following environmental conditions does this job require? Show the amount of time by checking the appropriate boxes below.

	None	Amount of Time Up to 1/3	1/3 to 2/3	2/3 and more
Wet, humid conditions (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work near moving mechanical parts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work in high, precarious places	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fumes or airborne particles	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toxic or caustic chemicals	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor weather conditions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme cold (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme heat (non-weather)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk of electrical shock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk of radiation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vibration	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5B How much noise is typical for the work environment of this job? Check

- ☐ the appropriate level below.
- ☒ Very quiet (Examples: forest trail, isolation booth for hearing test)
- ☐ Quiet (Examples: library, private office)
- ☐ Moderate Noise (Examples: Business office with typewriters and/or computer printers, light traffic)
- ☐ Loud noise (Examples: metal can manufacturing, department, large earth- moving equipment)
- ☐ Very loud noise (Examples: jack hammer work, front row at rock concert)

5C Make notes on the specific job duties that are affected by the environmental conditions selected above.

6. **Comments.** Include any other information that will aid in the preparation of an accurate description of this job.

7. **Questionnaire prepared by:**

Name: Andy Cagle Date: 3.27.14

Title: Director of Marketing and Communications

Basis for knowledge of job: hold job now; supervise job; other
(explain)

Exposure Determination for Bloodborne Pathogens

All position descriptions, including administrative and support personnel, whether paid or volunteer, must be evaluated by the appropriate department chairman/head and a Risk of Exposure to Bloodborne Pathogens Classification I or II be assigned to the position as it applies to each employee's work location. In situations where jobs of the same title entail substantially different categories of risk based on the department to which assigned, job titles will be modified to include the unit name thereby creating a newer, more specific description for that position.

For jobs which fall into Classification II, a list of tasks or procedures which present an occupational exposure to those employees should be prepared and appended to the job description. Assignment of personnel to a new department in the same basic job may necessitate a formal change of job title to ensure that they will receive training according to that job's risk classification. This must be reviewed on an annual basis by department managers for all job titles which they supervise or manage.

____ CLASSIFICATION I

This includes jobs in which required tasks routinely involve a potential for mucous membrane or skin contact with blood, body fluids, tissues or potential spills or splashes. Use of appropriate measures is required for every employee performing these tasks.

____ CLASSIFICATION II

This includes jobs in which required tasks normally do not involve exposure to blood, body fluids or tissues, but may require performing unplanned Classification I tasks. In these jobs the normal work performance involves no exposure to blood, body fluids or tissues. However, exposure or potential exposure may be required as a condition of employment or class performance.

X PERSONNEL NOT COVERED BY THE STANDARD

This includes jobs in which required tasks involve no greater exposure to blood, body fluids, or tissues that would be encountered by a visitor. The normal work/class performance involves no exposure to blood, body fluids, or tissues that would be encountered by a visitor. The normal work/class performance involves no exposure to blood, body fluids, or tissues and the employee can decline to perform tasks which involve a perceived risk without retribution.

NOTE: All employees who do not fit into Classification I or II will fall into a third category not covered by the Standard.