

Director, Marketing & Communications
West Valley-Mission Community College District

Direct Link: <https://www.AcademicKeys.com/r?job=254604>

Downloaded On: Apr. 2, 2025 1:00pm

Posted Mar. 19, 2025, set to expire Apr. 22, 2025

Job Title	Director, Marketing & Communications
Department	
Institution	West Valley-Mission Community College District Saratoga, California
Date Posted	Mar. 19, 2025
Application Deadline	04/22/2025
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Communications/Public Relations Graphic Design/Marketing
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Job Description	

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Director, Marketing & Communications

Closing Date: 04/22/2025

Definition:



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Applicants with experience working in a dynamic environment and who understand the value of serving a diverse student population are encouraged to apply to the Director of Marketing and Communications position.

West Valley College is part of the West Valley-Mission Community College District. Designated as a Hispanic Serving Institution, West Valley College enrolls approximately 15,000 students annually and is in the heart of the Silicon Valley in a beautiful park-like setting on 143 wooded acres. The student population represents diverse communities serving the cities of Saratoga, Campbell, and Los Gatos. Detailed information about the student population, including data related to student success, can be found on the [Office of Institutional Effectiveness and Research](#) webpage.

Reporting directly to the College President, the Director of Marketing and Communications will implement a strategic vision and provide leadership for marketing and communications efforts. The director will lead key efforts, which will include marketing the college and its services to the local community, collaborating with the media, developing college identity branding, managing public relations, and supporting community and governmental relations to highlight college strengths and position it favorably in a competitive environment. In support of this purpose, this position oversees graphic design, social media, and college website staff and provides highly complex staff assistance to the President. This position manages the full range of activities related to the Office of Marketing and Communications, with primary emphasis on organizing, directing, writing and approving content, and coordinating marketing and communications strategies.

The Director of Marketing and Communications functions in a senior administrative capacity and collaborates closely with the College President, Vice President of Academic Affairs, Vice President of Student Affairs, and Vice President of Administrative Services, and other Executive Leadership Team members, managers, and administrative staff to improve the colleges effectiveness in meeting student and public relations needs.

We are seeking a proactive and visible, collaborative, data-informed, knowledgeable leader who thrives in a fast-paced and innovative environment. West Valley College is ranked number one in transfer in Silicon Valley and the Bay Area and number three in California out of 116 community colleges. The college is known for high quality academic programs and faculty, dedicated classified professionals, and an equity-minded approach to student success. West Valley College inspires students to create a future for themselves so they can contribute to a world in need of their talents, drive, and enthusiasm.

West Valley College is committed to addressing inequities and injustices, both societal and institutional, and so recognizes that institutions of higher education have colluded, harmed, and

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remained complacent in upholding aspects of white supremacy, ableism, patriarchy, and other systems of oppression. The West Valley College community is committed to long-term equity, social justice, and racial justice work which will transform individuals, the institution, and the greater community. As a collective community, we embrace accountability and will act with courage, grace, and humility in fulfilling our commitment to learning and unlearning.

Assignment:

This is a classified administrator position with an anticipated start date of July 1, 2025. This is an exempt, management position and is not subject to overtime.

Salary and Benefits:

Anticipated Hiring Range:

- o \$154,904-\$164,977 annually (Administrative Salary Schedule, Director of Marketing & Public Relations Classification, Range 17, Steps A-C).
- o Annual salary step increases to maximum of salary range, \$193,119 (Administrative Salary Schedule, Director of Marketing & Public Relations Classification, Range 17, Step H).

Benefits include:

- Additional compensation: \$2,000 for doctorate added to base salary annually, to be prorated on a monthly basis.
- Employer-contributed medical, dental and vision for employee, spouse, and/or dependents.
- Employer-paid long term disability for employee.
- Employer-provided life insurance.
- 14 paid holidays, plus 1 floating holiday annually; paid non-workdays between Christmas and New Year.
- 22 days vacation leave accrued annually (25 days after 5 years).
- 12 days sick leave accrued annually.
- Personal necessity leave and personal business leave.
- Professional development and renewal leave.
- \$1000 longevity award annually after 10 years of service and \$1,500 longevity award annually after 15 years of service.
- CalPERS retirement.

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Minimum Qualifications:

Any combination of experience and education that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

1. Equivalent to a Bachelors degree from an accredited college or university with major course work in marketing, public relations, public administration or a related field. A Masters degree is desirable.
2. Five years of increasingly responsible experience in marketing and public relations; including two years of administrative and management responsibility.

AND

Understanding of, and sensitivity to the diverse academic, socio-economic, ethnic, religious and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.

Desired Qualification:

The ideal candidate will also demonstrate the following desired qualifications:

- Prior experience working in the education sector.
- Ability to evaluate and assess services to determine institutional resources needed to achieve programmatic excellence.
- A well-informed leadership philosophy and demonstrated listening and written communication skills.
- Experience as a successful leader who possesses the ability to deliver on desired outcomes.
- Demonstrated ability to act with fiscal prudence and accountability.
- Demonstrated experience as a leader in implementing diversity, equity, and social justice actions.
- Experience working collaboratively with campus community stakeholders in a participatory governance environment, such as refocusing the Education Master Plan, refining Guided Pathways framework, elevating the voice of Associated Students, expanding the Caring Campus model, and integrating the Institutional Equity Plan

Knowledge and Abilities:

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Knowledge of:

- Principles and practices of marketing and public relations.
- Principles and practices of leadership, motivation, team building and conflict resolution.
- Pertinent local, state and federal rules, regulations and laws.
- Modern office practices, methods and computer equipment.
- Principles and practices of organizational analysis and management.
- Budgeting procedures and techniques.
- Principles and practices of supervision, training and personnel management.

Ability to:

- Organize and direct the marketing and public relations operations.
- On a continuous basis, analyze budget and technical reports; interpret and evaluate staff reports; know laws, regulations and codes; observe performance and evaluate staff; problem solve department related issues; remember various rules and procedures; and explain and interpret policy.
- On a continuous basis, sit at desk and in meetings for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Gain cooperation through discussion and persuasion. Interpret and apply district, division and department policies, procedures, rules and regulations.
- Supervise, train and evaluate staff. Use sound judgment in recognizing scope of authority.
- Operate and use modern office equipment including computers and applicable software including professional photography equipment.
- Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.
- Utilize appropriate safety procedures and practices for assigned duties.
- Communicate effectively orally and in writing.
- Relate effectively with people of varied academic, cultural, and socio-economic backgrounds using tact, diplomacy and courtesy.
- Establish and maintain effective, cooperative and collaborative working relationships with others.
- Work beyond normal business hours, attend evening meetings, and/or perform weekend work and the ability to travel.

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Examples of Duties and Responsibilities:

Duties may include, but are not limited to, the following:

- Develop and implement department goals, objectives, policies and procedures.
- Plan, organize and direct marketing and public relations activities including strategic marketing, public information, crisis response, community and governmental relations, and visual design.
- Direct, oversee and participate in the development of the marketing and public relations work plan; assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods and procedures.
- Prepare the marketing and public relations budget; assist in budget implementation; participate in the forecast of additional funds needed for staffing, equipment, materials and supplies; administer the approved budget.
- Recommend the appointment of staff; provide or coordinate staff training; conduct performance evaluations; implement discipline procedures as required; maintain discipline and high standards necessary for the efficient and professional operation of the department.
- Plan, develop, and implement strategic marketing, public information, crisis response, and community and governmental relations programs; advise executives on public relations and crisis situation consequences related to existing and potential programs and policies.
- Develop and recommend new and/or improved public, community or governmental relations opportunities to the President; provide advice on internal and external marketing and communications systems and methods; assist the President and administration with outreach efforts as appropriate; write speeches for the President as requested.
- Serve as primary liaison with the media providing accurate and timely public information; maintain positive working relationships with area media representatives; prepare press releases and serve as primary spokesperson.
- Coordinate major college events and/or assist in coordinating community events on behalf of the college.
- Plan, oversee and direct visual design services including photography; create or provide graphics, illustrations, cartoons and other art work; create design and layout, determine appropriate typography, and produce final camera-ready copy for informational and marketing materials for College programs and services.
- Represent the department and campus to outside agencies and organizations; participate in outside community and professional groups and committees; provide technical

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assistance as necessary.

- Research and prepare technical and administrative reports; prepare written correspondence.
- Build and maintain positive working relationships with co-workers, other district employees and the public using principles of good customer service.
- Foster an environment that embraces diversity, integrity, trust and respect.
- Be an integral team player, which involves flexibility, cooperation and communication.
- Perform related duties as assigned

Working Conditions:

Other Duties:

Application Information:

Physical Demands:

Applicant Information:

APPLICATION INFORMATION:

- Interested applicants must submit online all materials requested, including:
 - A completed online West Valley-Mission Community College District application;
 - Supplemental application questions;
 - Resume;
 - Unofficial copies of transcripts;
 - Cover letter and/or reference list, if requested; and
 - Any requested licenses or certificates, if applicable.

- All sections of the online application, including Education and Educational Work History, must be completed thoroughly.
- Supervisor(s) name(s) and telephone numbers must be included in the application.
- Incomplete applications will not be considered.
- Do NOT send unrequested materials. Unrequested materials will be removed from your application and will not be used for consideration of employment.

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- The employment application and supporting documents represent you; it is to your advantage to fill out the application form carefully and completely.

ABOUT TRANSCRIPTS:

- If a minimum requirement is possession of a degree, then a copy of transcripts is required to be included with your application to verify the degree being awarded. If no transcripts are included, the application may be screened as not meeting minimum requirements.
- Degrees must have been awarded by a college or university accredited by an accrediting body recognized by the U.S. Council on Post-Secondary Accreditation and/or the U.S. Department of Education.
- Candidates with degrees earned outside of the United States must provide official certification of equivalency to U. S. degrees by a certified U. S. credential review service, must have a U.S. evaluation (course by course of the transcripts) and must be submitted with this online application.
- If you do not have an electronic version of the transcript, you can get it scanned at an office supply or copy store; then attach the electronic version of your transcript to this online application.
- Copies of diplomas, grade reports, graduation petitions, transcript evaluations requests, or similar documents WILL NOT be accepted in lieu of transcripts.
- When uploading transcripts, please ensure they are NOT encrypted, secured, or password-protected or they will be rejected by the system.

For reasonable accommodations and assistance, contact:

Office of Human Resources, Attn: Recruitment

14000 Fruitvale Ave, Saratoga, CA 95070

Phone: (408) 741-2174 Fax: (408) 741-2564

Email: Jobs@wvm.edu

Selection Process:

SELECTION PROCESS INFORMATION:

- After the deadline date, a committee will review and evaluate applications and supporting materials to select the applicants to be interviewed. Meeting the minimum qualifications does not assure the candidate an interview.
- All candidates will receive an e-notification to acknowledge receipt of their application

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materials. If not contacted within 3-6 weeks following the close of the recruitment, no suitable match was determined at this time.

- Travel expenses to attend first-level interview are the responsibility of the candidate.
- Application materials become the property of the District and will not be returned or duplicated.
- The District may choose to re-advertise or indefinitely delay filling a position. Some positions may include first and second level interviews.
- The District reserves the right to contact former, current, the most recent employers, and others to investigate past employment records of applicants.
- Any tentative verbal offer of employment is contingent upon formal approval of the college Governing Board.
- Upon hire the successful candidate must provide the required documents of identity and authorization to work and attest he/she is authorized to work in the United States.
- The District **DOES NOT** provide visa sponsorship.

EEO STATEMENT:

West Valley-Mission Community College District is an Equal Opportunity Employer that seeks to employ a diverse workforce who will contribute to an inclusive and welcoming educational and employment environment. The District is committed to nondiscrimination on the basis of ethnic group identification, race, color, national origin, religion, age, sex, physical disability, mental disability, genetic information, ancestry, gender identity, gender expression, sexual orientation, language, accent, citizenship status, transgender status, parental status, marital status, economic status, military or veteran status, and medical condition consistent with applicable federal and state laws.

Special Instructions to the Applicant:

Posting Number: FY22/23-271FT

Open Date: 03/18/2025

Close Date: 04/22/2025

Open Until Filled: No

For more information on this position and to apply, please visit our website at the following link:

wvm.peopleadmin.com



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West Valley-Mission Community College District is an Equal Opportunity Employer.

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Contact Information

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

Contact

N/A

West Valley-Mission Community College District

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