

POSITION:

Marketing Specialist, Pierce College

DESCRIPTION:

Are you interested in a part-time job developing and executing marketing and advertising strategies for a college? If so, Pierce College is interested in hearing from you!

This position gathers information to determine marketing/advertising needs for a variety of educational programs and works with the communications director to develop marketing strategies that reach prospective students.

ESSENTIAL FUNCTIONS:

- Gathers background information through research and personal interviews;
- Performs writing and editing assignments in the development and preparation of marketing and communication materials;
- Develops marketing strategies to reach prospective students;
- Implements effective marketing and advertising strategies;
- Assists in the development of a district-wide marketing plan; and
- Negotiates and purchases media for promotional purposes such as newspaper, magazine, radio and TV ads.

QUALIFICATIONS:

- Strong written and oral communications skills with the ability to clearly and effectively communicate with individuals and groups; listens accurately and actively.
- Demonstrated expertise in writing and editing.
- Knowledge of effective marketing strategies and persuasive approaches to promote the College using various formats.
- Prefer a bachelor's degree and/or experience in communication, journalism, marketing or related field.

HOW TO APPLY:

Visit the Pierce College Web site at www.pierce.ctc.edu to learn more about the college, then submit an e-mail addressing your qualifications for accomplishing the responsibilities outlined above and include a resume. Send this to Brian Benedetti at bbenedet@pierce.ctc.edu.