



**Date:** March 17, 2017  
**Title of Position:** Marketing & Communications Manager  
**Salary:** High \$50s with benefits  
**Effective:** April 2017

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**Position Overview:** Reporting to the Director of Marketing & Student Recruitment, the Marketing & Communications Manager helps to support and develop the college's promotional operations with an emphasis on sharing the stories that make BCC a high-quality educational institutional and pillar within the region while working with a team to enhance the BCC brand. (See attached Position Description for more details.)

**Qualifications:**

- Bachelor's degree in relevant field preferred – i.e. journalism, communication, English
- Three to five years marketing and/or public relations experience
- Experience maintaining a variety of social media channels
- Experience working with website content management systems
- Experience in a fast-paced, deadline driven environment
- High level of computer literacy including word processing, spreadsheets, databases, email and internet
- Creative, practical, and able to work effectively under pressure
- Outstanding written and verbal skills
- Strong interpersonal skills and a positive attitude
- Ability to work independently and within a team
- Ability to work with professional integrity and discretion
- Commitment to and understanding of community college mission

The ideal candidate should possess excellent written and communication skills, proofreading and copywriting abilities, be detail and deadline oriented, and a team player.

**Additional information:** Source of Funding: College Funded  
Area of Assignment: Marketing & Communications

MCCC  AFSCME  DCE  Non-Unit  Full-time  Part-Time

**Application Procedures:** For consideration, submit cover letter, resume, names and telephone numbers of three (3) recent professional references to Ted Kozlowski, Human Resources Office, Berkshire Community College, 1350 West Street, Pittsfield, MA 01201 [tkozlowski@berkshirecc.edu](mailto:tkozlowski@berkshirecc.edu)

**Application Review begins on March 31, 2017 and continues until position is filled.** BCC is committed to providing an inclusive learning and working environment that values the diverse backgrounds of all people and encourages applications from individuals whose experiences and perspectives model the opportunities and success derived from a college education.

## Position Vacancy 17-029

### BERKSHIRE COMMUNITY COLLEGE POSITION DESCRIPTION SPECIFICATION

**Position title:** Marketing & Communications Manager

**Department:** Marketing & Communications

**Position overview:** Reporting to the Director of Marketing & Student Recruitment, the Marketing & Communications Manager helps to support and develop the college's promotional operations with an emphasis on sharing the stories that make BCC a high-quality educational institutional and pillar within the region while working with a team to enhance the BCC brand.

**Duties include:**

- Develops and distributes promotional, public relations materials for media such as press releases, human interest stories, feature articles etc. Works with press, printers, freelance writers, photographers, and community organizations to promote positive stories about the college
- Creates editorial calendars
- Builds and maintains press contact database
- Coordinates press conferences/events
- Assists with the scheduling and timely distribution of major publications
- Assists with the development and execution of the college's social media strategy
- Works with all other departments and partners to promote the full range of the college's activities.
- Serves as editor for college publications and promotional materials
- Provides marketing and branding support to director/clients to ensure college guidelines and graphic standards are maintained
- Collaborates with departments to assist in managing reputation, identifying key players, establishing goals and coordinating actions as related to their promotional goals
- Assists with the developing and review of college presentations
- Maintains and seeks to expand the college's social media channels as appropriate
- Functionally supervises Marketing & Communications Office and also assumes the duties and responsibilities during absences of the Director of Marketing & Student Recruitment as needed
- Operates within budgets and deadlines established for various publications by managing assigned projects
- Remains competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses
- Contributes to the overall success of the college's image by performing other essential duties and responsibilities as assigned
- Works with Director of Marketing & Student Recruitment to communicate messages through the college's emergency notification system

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