BERGEN COMMUNITY COLLEGE

JOB DESCRIPTION

TITLE: Manager of New Media Services

DEPARTMENT: Public Relations/Human Resources

FUNCTION: Supervises the day to day operations of New Media Services including design, project management, workflow, and filing and production systems for the Public Relations department. Manages the College brand identity across all media channels; conceptualizes and initiates promotional and advertising campaigns. Directs creative services, content and web technologies for internal and external communications.

REPORTS TO: Managing Director of Public Relations

SUPERVISES: Supervisor of Graphic Services and Graphic and Web Designer

MAJOR RESPONSIBILITIES:

Responsibilities include but are not limited to:

1. Manages the College brand identity across all media channels; conceptualizes and initiates promotional and advertising campaigns; and implements institutional brand architecture components (print and electronic) including visual identity and positioning messages.
2. Assists in creating strategic marketing and communication initiatives to support community outreach, student recruitment and retention.
3. Coordinates production flow for print, web and new media initiatives.
4. Supervises production of publications for new media, print, promotional campaigns, select educational topics, annual reports, newsletters, calendars and brochures.
5. Analyzes project needs, specifications, and costs; develops project templates to streamline operations and minimize expenses; enforces standard operating procedures for project management.
6. Maintains system for filing digital media, photo archives and video productions.
7. Performs additional tasks or duties as assigned by the Managing Director of Public Relations or other designated management.

MINIMUM QUALIFICATIONS:

Knowledge, Skills and Abilities: Demonstrates understanding of the community college mission and practices an open door policy. Knowledge of Quark, Adobe Illustrator, Photoshop and HTML is required. Has intermediate proficiency in the use of the Microsoft Office suite.
Exhibits strong skills in:

- Managing People
- Communication
- Customer and Student Focus
- Building Relationships
- Organizing
- Planning

**Education:** Bachelor’s Degree in Fine Arts, Graphic Design or related field; additional certificates and/or training in graphic design and software systems is desirable

**Experience:** Minimum of 3 years working in graphic design or creative services. Must have at least 1 year supervising staff in graphic design or creative services and budget experience

*Bergen Community College is an equal opportunity employer and does not discriminate on the basis of race, color, religion, age, sex, national origin, disability, or veteran status.*

Submitted by: _____________________ Date: ____________
Name/Title

Approved by: _____________________ Date: ____________
Name/Title

Reviewed by: _____________________ Date: ____________
Human Resources

Board Approval: _____________________ Date: ____________
Board Member

**THE COLLEGE RESERVES THE RIGHT TO MODIFY JOB DESCRIPTIONS AT ANY TIME WITH OR WITHOUT NOTICE**