

California Communications Access Foundation

Job Description

JOB TITLE: Marketing Specialist I
DEPARTMENT: Marketing
REPORTS TO: Marketing Department Manager
FLSA STATUS: Exempt
SALARY GRADE: 9
PREPARED BY: Jackie Taylor and Tammy Polanco
PREPARED DATE: March 16, 2021

SUMMARY

The Marketing Specialist I supports the marketing activities of the California Communications Access Foundation (CCAF) and the Deaf and Disabled Telecommunications Program (DDTP) by implementing and conducting research, performing tasks such as processing invoices, shipping marketing materials, maintaining a departmental database and community directory listings, compiling and distributing marketing impact reports, collaborating with internal and external clients, designing and updating marketing materials and other assignments under the direction of the Marketing Department Manager. This position is based out of the Oakland HQ office.

ESSENTIAL DUTIES AND RESPONSIBILITIES

CONTRACTS-INVOICES-REPORTS

- Process complex vendor invoices and develop and monitor departmental expense tracking reports.
- Prepare reports, charts, and graphs illustrating marketing campaign benchmarks and outcomes, summarize monthly and annual marketing campaign impacts, monitor marketing campaign contract budgets and present recommendations for action plans to Marketing Department Manager.
- Continuously monitoring the marketing/advertising contract updates and revisions and incorporate into general marketing communications and policies as needed.
- Compile and forward spreadsheets detailing statewide advertising airtime schedules created from information provided by the marketing vendor during marketing campaigns.
- Assist Marketing Department Manager with vendor contracts and renewals.

MARKETING MATERIALS

- Use design programs to design print and web-based materials to promote DDTP and CCAF and stay up-to-date with new design technological advances.
- Serve as the liaison to the California Public Utilities Commission's (CPUC) Office of Bilingual Services (OBS), to manage translation projects of approved English documents, flyers, signs, etc. into supported languages (Spanish, Chinese, Hmong, Vietnamese, and Russian) for the contracted marketing vendor, external translators, and Field Operations Department staff.
- Create transcripts for open-captioning of all in-house video productions.
- Work with translators to ensure captioning is edited accurately.

COMMUNICATIONS

- Communicate frequently in writing and verbally, with all levels of CCAF staff, CPUC staff, suppliers and vendors to coordinate marketing projects and events, and to produce product- or program-specific content, including brochures, ad copy, web content and presentations.
- Provide logistical and resource planning for marketing activities.
- Gather and disseminate marketing information to other department heads, CPUC staff or vendors as needed.



- Maintain productive relationships with clients, vendors and CPUC departments.

DATA ENTRY-RESEARCH

- Perform data-entry tasks as needed by maintaining the Marketing Department's records.
- Research and gather statistical information for marketing endeavors that help the organization meet its strategic goals.
- Research, collect, and present marketing techniques to support the development of new marketing methods.
- Maintain the Marketing Department files, archive system, and the Marketing/Outreach storeroom inventory in a clear and organized manner.
- Participate in conducting surveys and focus groups to analyze customer requirements, preferences, and organization's image and marketing effectiveness.

DEPARTMENT SUPPORT

- Perform other duties and responsibilities as directed by the Marketing Department Manager, including special projects with multiple department involvement, as well as cross-functional activities to ensure the Marketing Department continuously operates at full capacity. Duties may be assigned as circumstances evolve.
- Videotape or photograph Outreach presentations and Advisory Board meetings, and regularly photograph equipment to ensure it is up to date on the DDTP and California Phones websites.
- Support in the operation and maintenance of video equipment.
- Edit and caption select footage, including that of Outreach Specialist presentations in multiple languages and in various locations.
- Maintain and update the DDTP and CCAF websites, and develop and analyze website activity reports.
- Provide additional support to Marketing Department Manager and other colleagues as needed.

OTHER DUTIES

- Support CCAF Mission, Vision, and Values.
- Adhere to the provisions of the Employee Handbook, Expectations of Employment and other CCAF policies and procedures, including a commitment to diversity and inclusion.
- Demonstrate a high level of professionalism in dealing with confidential and sensitive information, such as information regarding customers, staff, and company.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education, experience, knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

REQUIRED QUALIFICATIONS

EDUCATION

- Bachelor's degree in Marketing, Advertising, Business, Graphic Design or in a relevant field; or equivalent from a four-year college and two to four years related experience and/or training; or equivalent combination of education and experience.

WORK EXPERIENCE

- A minimum of four years of professional experience:
 - Invoice processing.



- Using design software.
- Website development and maintenance.
- A minimum of two years of professional experience:
 - Database maintenance.
 - Customer service experience.
 - Budget management.

LICENSES OR CERTIFICATIONS

- A valid California Driver's license and a clean driving record are required.

KNOWLEDGE, SKILLS, AND ABILITIES

- Language Skills
 - Ability to understand and read, write, speak English fluently.
 - Excellent written, verbal, and interpersonal communication skills.
 - Ability to read, analyze, and interpret common professional and technical journals and legal documents.
 - Demonstrated ability to work with and for customers of diverse backgrounds.
- Technical Skills
 - Adept in Adobe Creative Cloud applications and other applicable design tools.
 - Intermediate proficiency in Microsoft Office including Word, Excel, PowerPoint, Outlook, Access and relational database applications.
 - Understand how to conduct Internet research.
- Reasoning Ability
 - Ability to define and solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
 - Ability to interpret a variety of instructions and reports furnished in written, oral, diagram, or schedule form, including financial reports.
 - Ability to recognize opportunities for improvement and implement changes.
- Mathematical Skills
 - Perform basic to intermediate mathematical computations, including rates, ratios, and percentages.
 - Experience creating and maintaining budgets.
 - Experience with invoice processing.
- Solid organizational and administrative skills with strong attention to detail.
- Ability to make independent decisions and take accountability for assigned duties and responsibilities.
- Ability to work well both independently and as part of a team.
- Ability to manage time including multiple project schedules and be able to adhere to deadlines.
- Ability to adjust to changes in priorities.

SPECIAL REQUIREMENTS

- This position will be required to occasionally travel, primarily within the state of California.

DESIRED QUALIFICATIONS

LANGUAGE SKILLS

- Bilingual in English/Spanish, English/Cantonese, English/Mandarin, or English/ American Sign Language (ASL) or other languages.

TECHNICAL SKILLS

- Advanced knowledge of and experience using design software (e.g., Adobe Creative Cloud).
- Three years' experience in website development and maintenance.
- Ability to generate website reports (e.g. Google Analytics).

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed primarily in an office environment with extensive computer usage. This role routinely uses standard office equipment such as computers, keyboard/mouse, phones, all-in-one copiers/printers, and filing cabinets. Occasional driving is required.

While performing the duties of this job, the employee is regularly required to:

- Stand, sit, and use hands to finger, grasp, feel (use of computer keyboard and mouse) for prolonged periods of time.
- Walk, climb, balance, stoop, sit, bend, squat, kneel, twist, crouch, and reach with hands and arms while in an office setting.
- Use of speech and hearing to communicate in person and by telephone.
- Use of visual ability to read handwritten and printed materials, computer screen, and to discern color.
- Occasionally lift or move moderate weight (up to 35 lbs.)

I hereby acknowledge that I have read and understand the content of this job description. I understand that the job description may be revised from time to time in the future by the Company at its discretion. I understand and agree that nothing in this job description should be construed as a contract of employment, and that employment with this Company is at-will.

Employee Signature

Date