



### SBDC Marketing & Events Coordinator

**Job Title:** SBDC Marketing & Events Coordinator  
**# of Vacancies:** 1  
**Job Type:** Staff  
**Job Classification:** COMMUNITY DEVELOPMENT PROGRAM  
**Online Application:** Not Available  
**Detailed Job Description:** Yes

**Minimum Qualifications:** A typical way of obtaining the knowledge, skills and abilities outlined above is a Bachelor's degree from an accredited institution and a minimum of two years of experience in journalism, public relations, marketing or a related field or an equivalent combination of training and experience. Experience in project management and events planning is highly desirable.

**Salary:** \$4,376.08 - \$5,398.21 (5 Step)  
**Work Year:** 12 months  
**Full Time/Part Time:** Full-Time  
**Agency:** Long Beach Community College District  
**Academic Job Line No:** 562-938-4050  
**Classified Job Line No:** 562-938-4050  
**Phone Number:** (562) 938-4372  
**Contact:** Human Resources  
**Date Posted:** Monday, August 24, 2009  
**Application Deadline:** Tuesday, September 15, 2009

**First Screening Date**  
**Required Documents:** Supplemental application required. Must be submitted on or before 9/15/09. These are materials (e.g., resume, transcripts, etc.) that **MUST** be submitted prior to a candidate's consideration for hiring.

Question #11 must be mailed or hand delivered.

**Comments:** Supplemental Application questions: 1. Please provide an overview of your event planning and management experience. Please provide specific information on your role in coordinating these events; details of the events such as size, scope of events, and event host organizations and partners involved in the event; type of invitees to the events, including any VIPs, community leaders, etc. if applicable. 2. Please describe your public relations experience, including any media placement for marketing projects you've managed. Please provide a sample of a press release you have written for an organization you've worked for and distributed publicly. 3. Please describe your marketing experience, and any marketing projects or campaigns you've managed, including experience with development of marketing

strategies/plans; and your knowledge of and experience with branding and branding strategies. Please describe your experience and role in a successful marketing project and/or events implementation. What are the key factors that lead to your success? 4. Describe your experience in quantitatively measuring the effectiveness of marketing approaches that you have employed. Tell us about your experience managing databases for marketing purposes. 5. The SBDC Marketing and Events Coordinator will be responsible for communicating with Public Officials, Legislators and their staff members. Please describe your familiarity and understanding of this community, and please describe any specific experiences you have interacting and communicating with members of this community. 6. Describe your experience in developing collateral materials for various organizations; types of publications and purpose. Include information on how that collateral material was distributed to the public and how it helped your organization achieve its business goals. Tell us about any experience you have developing and publishing an annual or similar report for a project/organization. 7. Please tell us approaches or strategies that you would use to market SBDC services to the small business community. How would be design your message to maximize effectiveness of your marketing effort. 8. Describe your experience with managing vendors or contractors, specifically in the marketing arena. Include information on how you have managed vendor deliverables, deadlines, invoicing and budgets. 9. Please describe your knowledge and abilities with technology, specifically any experience creating, maintaining, or updating websites, any software you are familiar with and use on a daily basis, and other technologies you've utilized for marketing purposes (e.g. such as social media). 10. Describe your understanding of diverse and multicultural markets. Please describe your understanding of and experience with maintaining a standardized brand image while yet being sensitive to and being able to outreach to various community groups. 11. Please submit a sample one-page document of something you have written or created for an organization. This should be a piece that you were primarily responsible for creating (or project managing/coordinating) and something you feel represents your best work. Please describe the intended audience of this document, and your experience in developing it from beginning to end. This project must be mailed or hand delivered on or before the due date of Tuesday, September 15, 2009, at 4:00 pm. This represents 25% of your examination score, if we do not receive this portfolio, your application will be rejected.

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