

# CLASSIFICATION SPECIFICATION

## Marketing Communications Coordinator

FT/PT Class Code: 5026, 5526

Pay Grade: B/C 15

FLSA: Exempt

Rev. 10/31/16

**SUMMARY STATEMENT:** An incumbent is responsible for supporting campus and College marketing print material design and production, publicity campaigns and special event print collateral. An incumbent also supports and manages assigned content areas of the College's web site, including the development of new web content.

### NATURE AND SCOPE:

An incumbent in this class typically reports to an administrative supervisor and supervises subordinate personnel. An incumbent is responsible for determining campus/college marketing and/or public relations strategies in conjunction with supervisor and the campus and Collegewide marketing teams. The incumbent uses marketing data, marketing research, and campus and College guidelines in the creation and development of programs and publications to increase public awareness of the College, maintain its brand, and supplement recruitment and enrollment efforts. Incumbent may work independently conducting research, determining content, writing, soliciting bids, and overseeing production of publicity material.

### PRINCIPAL ACCOUNTABILITIES:

***An incumbent may perform any combination of the below listed accountabilities:***

1. Conceptualizes, designs, coordinates and implements production of campus and/or Collegewide marketing projects, including publications, promotional items, displays, special event materials, web, and various other marketing/public relations tools.
2. Conceptualizes and designs campus print advertising, including newspapers, magazines, billboards, promotional items, etc. Plans campus recruitment/image advertising strategies and marketing research activities.
3. Assesses, researches, and conceptualizes strategies for campus marketing/public relations projects and collaborates with Collegewide teams when needed.
4. Consults with departments, divisions, campus and College committees to discuss marketing needs, expectations, information and design consistent with the College's brand and web design standards.
5. Provides creative and graphic support to maintain the College's brand and enhance student recruitment, enrollment and retention.
6. Uses highly technical and creative tools in marketing and to increase public awareness of the College. Assists in developing the marketing direction for the campus in ways that support the College's brand.

### **PRINCIPAL ACCOUNTABILITIES, cont'd:**

7. Designs, updates, and maintains web pages as assigned.
8. Trains, supervises, and evaluates subordinate personnel.
9. Performs other related duties as required.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- ◇ Knowledge of marketing and/or public relations principles and practices.
- ◇ Knowledge of College and campus mission, goals, and direction.
- ◇ Knowledge of broadcast programming and videography.
- ◇ Knowledge of budgetary process and planning.
- ◇ Knowledge of billing and bid laws, procedures, and regulations.
- ◇ Knowledge of the communication industry.
- ◇ Knowledge of desktop publishing.
- ◇ Knowledge of journalism, copy writing, editing, and scripting.
- ◇ Knowledge of printing, production methods, and desktop publishing software (e.g. Adobe Creative Suite, InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Flash).
- ◇ Working knowledge of web technology, including HTML, dynamic HTML, JavaScript, Flash, image files, web structure, search engines, and web browser environments.
- ◇ Skill in management and supervision.
- ◇ Skill in planning and organizing.
- ◇ Skill in graphics and media production.
- ◇ Excellent interpersonal and communication skills.
- ◇ Ability to effectively communicate and relate to a diverse population in a multicultural environment.
- ◇ Ability to effectively communicate.
- ◇ Ability to be creative.

### **MINIMUM QUALIFICATIONS:**

- ◇ Bachelor's degree in a relevant field and four (4) years of experience in coordinating the development and production of marketing/public relations vehicles using various types of media; or equivalent additional years of education.