

CLASSIFICATION SPECIFICATION

Marketing Manager

FT/PT Class Code: 3034, 3534

Pay Grade: B/C19

FLSA: Exempt

Rev. 07/13/18

SUMMARY STATEMENT: An incumbent is responsible for coordinating campus and assigned collegewide marketing strategies into a cohesive marketing plan and overseeing the daily operations of the Marketing Department. In addition, the incumbent is required to utilize graphic design skills needed to create publications such as the College magazine and view book, advertisements in a variety of formats, and marketing materials to promote and enhance College events.

NATURE AND SCOPE:

A class incumbent reports to the vice president for strategic communication and marketing and supervises subordinates. An incumbent is responsible for coordinating campus and assigned collegewide marketing strategies into a cohesive marketing plan and for evaluating the effectiveness of such strategies. A significant aspect of this work is the management, coordination, and supervision of campus marketing, recruitment initiatives, advertising, publications, Web design, department budget, and planning and assessment. Experience in graphic design is necessary for the incumbent to be able to create and supervise the creation of marketing materials and campaigns.

PRINCIPAL ACCOUNTABILITIES:

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

1. Manages the daily operations of the campus Marketing Department, including supervision of staff and prioritization and completion of projects. Creates and supervises the creation of marketing materials and campaigns. Develops and manages the department budget and provides final purchasing and payment approval for all department expenditures. Develops, implements, and analyzes annual goals, objectives, and intended outcomes that support college planning and assessment and the campus mission.
2. Conceptualizes, coordinates, produces, and manages comprehensive marketing initiatives for all campus divisions in conjunction with the campus vice president, administrators, faculty, and staff and ensures compliance with internal and external policies and regulations.
3. Identifies campus and assigned collegewide recruitment, marketing, and promotional needs and researches, plans, develops, and implements appropriate strategic directions that are consistent with the College brand identity. Collaborates with public relations staff to develop copy for publications, advertisements, and other marketing media and then designs large projects or supervises the design of other projects by graphic designers.
4. Identifies appropriate target markets for recruitment. Plans, coordinates, and administers campus advertising to reach those markets through television, print and radio.
5. Manages marketing support of campus special events and off-campus recruitment initiatives through advertising, promotional items, displays, and collateral material.

6. Serves on campus and collegewide committees including Campus Planning Council, Campus Budget Committee and major campus special event planning committees as assigned.

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PRINCIPAL ACCOUNTABILITIES, cont'd:

7. Oversees photography for campus events and activities to use in marketing and public relations initiatives.
8. Conceptualizes, designs, and coordinates the development and production of various marketing materials, e.g., multimedia presentations, brochures, signs, ads, flyers, logos, posters, etc. as needed.
9. Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of College and campus mission, goals, and direction.
- ◇ Knowledge of College operations, policies, practices, and procedures.
- ◇ Knowledge of marketing, public relations, advertising, publications, and Web principles and practices.
- ◇ Knowledge of fiscal management principles and practices.
- ◇ Knowledge of the communications and print industry.
- ◇ Knowledge of strategic planning and assessment.
- ◇ Knowledge of state bid laws, procedures, and regulations.
- ◇ Knowledge of graphic design and layout concepts.
- ◇ Knowledge of Adobe Creative Cloud.
- ◇ Skill in management and supervision.
- ◇ Skill in planning and organizing.
- ◇ Excellent organizational, interpersonal, and communication skills.
- ◇ Ability to organize, analyze, and systematically utilize complex information and data
- ◇ Ability to establish and maintain effective working relationships with the community, media, and other College staff.
- ◇ Ability to be creative.
- ◇ Ability to effectively communicate and relate to a diverse population in a multicultural environment.

MINIMUM QUALIFICATIONS:

- ◇ Bachelor's degree in a relevant field.
- ◇ Four (4) years of experience to include management and supervision and graphic design; or other equivalent combination of education and experience.