



JOB INFORMATION

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| Job Code | OC22A |
| Job Description Title | Spec I, Comm &Marketing-Dept |
| Pay Grade | MC07 |
| Range Minimum | \$43,190 |
| 33rd % | \$50,390 |
| Range Midpoint | \$53,990 |
| 67th % | \$57,590 |
| Range Maximum | \$64,790 |
| Exemption Status | Exempt |
| Approved Date: | 1/1/1900 12:00:00 AM |
| Legacy Date Last Edited | 1/5/2012 |

JOB FAMILY AND FUNCTION

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| Job Family: | Marketing, Communications, & Multimedia |
| Job Function: | Communications Strategy |

JOB SUMMARY

Creates communications, marketing and promotional material delivered through various mediums in a college, school, or department.

RESPONSIBILITIES

- Develops marketing and communication plans to promote the vision, mission, goals and achievements of a school, college, department, alumni or University program directly engaged in instruction, research or outreach.
- Researches, designs and composes content for dissemination through a variety of mediums, such as internal or external publications, brochures, posters, newsletters, websites, presentations, development/fundraising materials, press packages, or broadcast media.
- Coordinates the production of materials to include content/style editing, designing, printing, photography and/or copywriting.
- Coordinates marketing and communication calendars, production schedules and deadlines, including coordination of work carried out by external vendors.
- Submits material to journals, associations or other external media, either proactively or in response to requests.
- Evaluates effectiveness of communications, public relations, and/or marketing programs.
- Prepares press releases and participates in public relations activities, in conjunction with University staff.
- Plans and organizes special events and meetings, as well as participation at conferences or trade shows.
- May maintain files, databases and electronic records of materials.
- May develop and manage a unit budget as well as assist with preparation of contract or grant proposals.

SUPERVISORY RESPONSIBILITIES

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|----------------------------|---|
| Supervisory Responsibility | May supervise employees but supervision is not the main focus of the job. |
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MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

| Education Level | Focus of Education | Years of Experience | Focus of Experience |
|-------------------|---|---------------------|---|
| Bachelor's Degree | In Journalism, Communications, Marketing or related field | 0 years of | Experience in marketing and communications services to include print journalism |

Substitutions Allowed for Experience: Yes

Substitution allowed for Experience: When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knows fundamental concepts, practices and procedures of particular field of specialization.

MINIMUM LICENSES & CERTIFICATIONS

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/Desired |
|-------------------------|--------------------------------|------------|------------------|
| None Required. | | | |

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category: Other

PHYSICAL DEMANDS

| Physical Demand | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|-------------------------------|-------|--------|--------------|------------|------------|--------|
| Standing | | | X | | | |
| Walking | | | X | | | |
| Sitting | | | | | X | |
| Lifting | X | | | | | |
| Climbing | | X | | | | |
| Stooping/ Kneeling/ Crouching | | X | | | | |
| Reaching | | | X | | | |
| Talking | | | | | X | |
| Hearing | | | | | X | |
| Repetitive Motions | | | | X | | |
| Eye/Hand/Foot Coordination | | | | X | | |

WORKING ENVIRONMENT

| Working Condition | Never | Rarely | Occasionally | Frequently | Constantly |
|-------------------|-------|--------|--------------|------------|------------|
| Extreme cold | | X | | | |
| Extreme heat | | X | | | |
| Humidity | | X | | | |
| Wet | | X | | | |
| Noise | | X | | | |

WORKING ENVIRONMENT

| Working Condition | Never | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-------|--------|--------------|------------|------------|
| Hazards | | X | | | |
| Temperature Change | | X | | | |
| Atmospheric Conditions | | X | | | |
| Vibration | | X | | | |

Vision Requirements:

Ability to see information in print and/or electronically and distinguish colors.