



JOB INFORMATION

Job Code	OC28A
Job Description Title	Spec I, Comm &Marketing-Ctrl
Pay Grade	MC08
Range Minimum	\$46,720
33rd %	\$56,070
Range Midpoint	\$60,740
67th %	\$65,410
Range Maximum	\$74,750
Exemption Status	Exempt
Approved Date:	1/1/1900 12:00:00 AM
Legacy Date Last Edited	1/5/2012

JOB FAMILY AND FUNCTION

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

JOB SUMMARY

Creates communications, marketing and promotional material delivered through various mediums at the University level.

RESPONSIBILITIES

- Develops communication and/or marketing plans to promote the vision, mission, goals and achievements of the University.
- Researches 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.
- Prepares and/or coordinates advertising, media-buying, and prospect-based marketing plans.
- 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 for the University.
- Plans and organizes special events and meetings, as well as participation at conferences or trade shows.
- Maintains files, databases and electronic records of materials.

SUPERVISORY RESPONSIBILITIES

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	And	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.