



**JOB INFORMATION**

|                         |                       |
|-------------------------|-----------------------|
| Job Code                | OC37                  |
| Job Description Title   | Mgr, Comm & Marketing |
| Pay Grade               | MC11                  |
| Range Minimum           | \$64,060              |
| 33rd %                  | \$79,010              |
| Range Midpoint          | \$86,480              |
| 67th %                  | \$93,950              |
| Range Maximum           | \$108,900             |
| Exemption Status        | Exempt                |
| Approved Date:          | 1/1/1900 12:00:00 AM  |
| Legacy Date Last Edited | 1/15/2019             |

**JOB FAMILY AND FUNCTION**

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

**JOB SUMMARY**

Manages the communication and marketing services for a department, small division or college.

**RESPONSIBILITIES**

- Manages the daily administration and functional duties in relation to communication and marketing.
- Develops and manages department budgets as well as prepares contracts or grant proposals.
- Serves as a liaison with local, regional, and national media representatives.
- Manages the implementation of communications, public relations, and marketing strategies designed to support the department.
- Writes and edits the release of information intended for promotion of the department, publications, and/or distribution to the media.
- Advises, collaborates, and consults with departments and school/college regarding communications, public relations, and marketing issues and directives.

**SUPERVISORY RESPONSIBILITIES**

|                            |   |
|----------------------------|---|
| Supervisory Responsibility | Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions. |
|----------------------------|---|

**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 | Degree in Journalism, Communications, Marketing, Business or related field | And | 5 years of          | Experience in marketing and communications services. Must have 1 year experience mentoring, leading, or supervising others. |  |

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

Knowledge of various marketing and communication theories, concepts, techniques, mediums and strategies. Ability to write for various audiences and in various formats.

## 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.