MARKETING COMMUNICATIONS SPECIALIST

Position Description

Summary
The Marketing Communications Specialist supports the marketing efforts in accordance with the mission, core values, and purposes of the university.

Minimum Qualifications
The Marketing Communications Specialist must satisfy the following minimum qualifications:
1. Bachelor’s degree in marketing, English, journalism or other related field;
2. One to three years of experience in the field with demonstrated skills and experience in content marketing and creation of marketing materials preferred;
3. Experience in digital advertising and social media preferred.

Skills and Attributes
The Marketing Communications Specialist must possess the following skills and attributes: strong creative, strategic, analytical and organizational skills; excellent verbal and written communication skills; ability to work at a fast pace, unsupervised; proven project management skills; ability to handle multiple projects and processes simultaneously; and strong attention to detail.

Essential Functions
The Marketing Communications Specialist performs the following essential functions:
1. Serves as the primary point of contact for university staff initiating work from the university’s marketing department. This work includes, but is not limited to content development for marketing communications including email, direct mail, marketing collateral, press releases, website, social media, etc.
2. Review all advertising and marketing projects to ensure they are completed on time, within budget and with uncompromising quality. This includes opening new projects, concept development, managing creative job list, and final disposition of completed projects.
3. Oversees automated communication plan by developing and editing content, scheduling activities, overseeing design, ensuring branding and compliance, securing a delivery partner, and creating and analyzing metrics to assess effectiveness and return on investment.
4. Proofreads all marketing materials, website content, and publications for accuracy, branding, and compliance.
5. Provides research as needed for use in market studies, project needs, and marketing and advertising publications.
6. Creates and maintains the Marketing Department storefront providing campuses access to approved marketing materials.
7. Processes all invoices for internal and external vendors.
8. Coordinates digital signage messages for campuses and central administration.
9. Performs other duties as assigned.

**Required Work Hours**
A minimum of forty hours per week, plus other hours as may be necessary to complete job duties. A combination of day, evening, and weekend hours is required.

**Reporting and Supervisory Responsibilities**
1. The Marketing Communications Specialist reports to the Director of Marketing.
2. This position has no supervisory responsibilities.

**Physical Requirements**
The Marketing Communications Specialist must be able to speak, hear, see, read, write, type, dial, reach, and bend.

**Travel**
Periodic travel, including airline travel and overnight stays, may be required.

**Classification**
1. FLSA: Exempt
2. IPEDS: Community Service, Legal, Arts and Media

*Note: This position description does not list every activity, duty, and responsibility of the position and may be altered by the university at any time.*

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I have read and understand the foregoing position description, and I acknowledge and accept the responsibilities of the Marketing Communications Manager.

_________________________________________  ________________________________
Signature                                      Date

_________________________________________
Print Name