

Job Template: Publicity/Marketing Coordinator

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Publicity/Marketing Coordinator
Job Category: P	Job Level: 3
FLSA Status: E	Job Code: C03000

P3: Level Standards

GENERAL ROLE

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence. Positions at this level may supervise student or support employees.

Incumbents:

- Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
- Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
- Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

INDEPENDENCE AND DECISION-MAKING

→ *Supervision Received*

- Works under limited supervision.

→ *Context of Decisions*

- Utilizes general departmental guidelines to develop resolutions outside the standard practice.

→ *Job Controls*

- Possesses considerable freedom from technical and administrative oversight while the work is in progress.
- Defines standard work tasks within departmental policies, practices, and procedures to achieve outcomes.
- Serves as the advanced resource to whom more junior employees go to for technical guidance.

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FLSA Status: E	Job Code: C03000

COMPLEXITY AND PROBLEM SOLVING

→ Range of issues

- Handles a variety of work situations that are cyclical in character, with occasionally complex situations.
- Issues are regularly varied.
- Problems tend to be technical or programmatic in nature.

→ Course of Resolution

- Assesses a variety of situations, and develops resolutions through choosing among options based on past practice or experience.

→ Measure of Creativity

- Issues are solvable through deep technical know-how and imaginative workarounds.
- Most of the obstacles, issues, or concerns encountered require considering alternative practice or policy interpretation.

COMMUNICATION EXPECTATIONS

→ Manner of Delivery and Content

- Regularly provides information on finished materials to others.

SCOPE AND MEASURABLE EFFECT

- Actions regularly affect an individual, item, event, or incident, etc.
- Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
- Incumbents have an indirect impact on a larger action or process, such as serving as a single component in an approval process, where the process is “owned” by a different work unit.
- May be designated to guide or organize the work of several employees within the unit.

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Job Path	Publicity/Marketing
Job Title	Publicity/Marketing Coordinator
Job Category: P	Job Level: 3
FLSA Status: E	Job Code: C03000

Job Template

GENERAL SUMMARY

Assists in promotion, marketing activities, and special projects or services for designated department. Carries out publicity and marketing strategies for various events, workshops, and programs to engage alumni, students, faculty, and staff for designated department.

REPORTING RELATIONSHIPS AND TEAMWORK

Works under limited supervision of a supervisor or manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.

- Assists in planning and implementing marketing and promotional strategies.
- Designs, schedules, and produces brochures, posters, advertising flyers, newspaper advertisements, and other informational and promotional materials.
- Maintains working relationship with members of public media to promote coverage of department events. Assists with special media events designed to draw attention to departmental programs.
- Maintains and updates mailing lists, card files, and other necessary records. Maintains files of promotional activities for each event, and assists in evaluating success of promotional and marketing campaigns.
- Keeps informed regarding available graphic products, services, and costs.
- Promotes and fosters internal and external relations through paper and e-communications with constituent groups and individuals.
- Organizes and implements numerous campus events. Represents the department at events.
- Serves as a resource to other department staff regarding effective promotional strategies and problems.
- Lead student employees and staff as assigned.
- Performs related work as required.

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FLSA Status: E	Job Code: C03000

MINIMUM QUALIFICATIONS

- Bachelor's degree in related field.
- Two to three years of related experience.

COMPETENCIES

Knowledge of:

- Applicable regulations and laws governing the particular operations of the department
- Basic webpage design and management practices
- Social media platforms utilization strategies
- Graphic design standards and practices
- Principles, practices of marketing, advertising, and communication
- Microsoft Office and related software applications

Skill in:

- Planning and organization
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

Ability to:

- Meet established deadlines and manage multiple projects simultaneously
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Track, compile, and analyze data
- Develop and implement marketing and promotional plans
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management

Job Template: Publicity/Marketing Administrator

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Publicity/Marketing Administrator
Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C03001

P4: Level Standards

GENERAL ROLE

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence. Positions at this level may supervise student or support employees.

Incumbents:

- Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
- Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
- Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

INDEPENDENCE AND DECISION-MAKING

→ *Supervision Received*

- Works under direction.

→ *Context of Decisions*

- Decisions should involve selecting an approach from among alternatives, timing when certain tasks should be performed, determining how to best use available resources, and other similar choices.
- Decisions require more coordination and collaboration among different sources, taking into consideration the roles and impact on work outside the immediate organization.

→ *Job Controls*

- Has the latitude to make decisions on projects that they are accountable for delivering on.
- Free to plan and carry out all phases of work assignments.

Job Template: Publicity/Marketing Administrator

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Publicity/Marketing Administrator
Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C03001

COMPLEXITY AND PROBLEM SOLVING

→ *Range of issues*

- Assignments are defined as less reoccurring or cyclical tasks, and primarily consist of development or refinement of programmatic or administrative objectives.

→ *Course of Resolution*

- Resolution and project completion require substantial planning and scheduling within the department in order to obtain and align resources when and where needed.

→ *Measure of Creativity*

- Problems are not amenable to strict technical resolution, requiring innovative thinking.

COMMUNICATION EXPECTATIONS

→ *Manner of Delivery and Content*

- Regularly provides information on finished materials to others.
- Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

SCOPE AND MEASURABLE EFFECT

- Incumbents may supervise a small homogenous department, with proportionate responsibility to perform daily responsibilities similar to the work of subordinate staff.
- Actions typically affect an individual, item, event, or incident, etc.
- Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
- Incumbents are typically designated as a lead or frequently assigned project leadership roles within a specific administrative/programmatic function or specialty area.

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Occupational Group	Communication and Marketing
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Job Title	Publicity/Marketing Administrator
Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C03001

- Generally, have a more direct impact on a larger action or process, such as serving as an approver in a process, where the process is “owned” by a different work unit.

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Occupational Group	Communication and Marketing
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Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C03001

Job Template

GENERAL SUMMARY

Responsible for marketing and promotional outreach programs designed to acquaint target audiences with department/University programs and services.

REPORTING RELATIONSHIPS AND TEAMWORK

Works under direction of a supervisor or manager. Serves a lead worker to employees who perform similar functions.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.

- Plans promotional strategies and develops marketing plan designed to attract target audiences or other potential users of departmental programs, events, or services.
- Maintains working relationship with members of the public media to promote coverage of department programs. Arranges for feature articles, special coverage, interviews, and other media events
- Serves as a resource to other department staff regarding effective promotional strategies and problems.
- Designs and produces promotional materials. Writes copy for press releases, public service announcements, informational listings, and other publicity materials.
- Keeps informed regarding available media products, services, and costs.
- Performs marketing studies to evaluate effectiveness, including cost-effectiveness, of promotional efforts.
- Researches and responds to inquiries from the media and the public about the University and specific events and problems.
- Serves as a consultant to University administrators, faculty, and staff members in matters dealing with the press and the University's image.
- Performs related work as required.

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Job Category: P	Job Level: 4
FLSA Status: E	Job Code: C03001

MINIMUM QUALIFICATIONS

- Bachelor's degree in related field.
- Four to five years of related experience.

COMPETENCIES

Knowledge of:

- Principles and practices of graphic design and media production
- News operations and the needs of reporters
- Social media platforms utilization strategies
- Principles, practices of marketing, advertising, and communication
- Microsoft Office and related software applications

Skill in:

- Planning and organization
- Leadership
- Web design and management
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

Ability to:

- Meet established deadlines and manage multiple projects simultaneously
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Proofread and edit
- Track, compile, and analyze data
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management

Job Template: Publicity/Marketing Manager

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Publicity/Marketing Manager
Job Category: M	Job Level: 5
FLSA Status: E	Job Code: C03002

M5: Level Standards

GENERAL ROLE

This level is the first with the primary function of managing employees. Incumbents may initiate and communicate a variety of staffing actions.

Oversees the day-to-day operations of a group of employees. Responsible for training and development of subordinate staff, estimating staffing needs, assigning work, meeting completion dates, and interpreting and ensuring consistent application of organizational policies. Positions at this level do not exclusively serve as the supervisory level to only student employees.

Incumbents:

- Alter the order in which work or a procedure is performed.
- Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure.
- Distribute work and monitor workload among staff.

INDEPENDENCE AND DECISION-MAKING

→ *Supervision Received*

- Works under direction.
- Seeks approvals when significant changes to process steps are considered and additional resources for task completion are required.

→ *Context of Decisions*

- Decisions are driven by office/departmental policy and procedures.

→ *Job Controls*

- Free to plan and carry out all phases of work assignments, including the oversight of staff.
- Has the latitude to make daily operational decisions.

COMPLEXITY AND PROBLEM SOLVING

→ *Range of issues*

- Issues tend to be operational in nature.

Job Template: Publicity/Marketing Manager

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Publicity/Marketing Manager
Job Category: M	Job Level: 5
FLSA Status: E	Job Code: C03002

→ *Course of Resolution*

- Identifies issues and gathers facts.
Understands the smallest details of an assigned area.

→ *Measure of Creativity*

- Problems can be resolved within provided guidelines.
- Problems are not amenable to strict technical resolution, requiring innovative thinking.

COMMUNICATION EXPECTATIONS

→ *Manner of Delivery and Content*

- Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

SCOPE AND MEASURABLE EFFECT

Incumbents:

- Manage a small homogenous department.
OR
- Manage a larger process-oriented area whose members perform like activities.
 - Actions regularly affect a department or a project outcome with office/programmatic impact.
 - Actions generally have a direct impact on controlling such things as staff size and nature of work and scope of services.
 - Performance results tend to relate to efficiency, fiscal practices and standing, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

Job Template: Publicity/Marketing Manager

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Publicity/Marketing Manager
Job Category: M	Job Level: 5
FLSA Status: E	Job Code: C03002

Job Template

GENERAL SUMMARY

Plans, develops, creates, innovates, designs, and directs marketing and promotional outreach initiatives of University departments, programs, and services.

REPORTING RELATIONSHIPS AND TEAMWORK

Works under direction of a manager. Manages the day-to-day operations and a group of employees.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.

- Supervises the work of assigned personnel, including assigning and reviewing work, providing guidance, and conducting performance evaluations.
- Oversees the planning and implementation of program and/or departmental services and activities and is responsible for the day-to-day delivery of program content.
- Directs the day-to-day operation and administration of the program and/or departmental services in accordance with program goals and objectives.
- Oversees program coordination and logistics. Prepares necessary reports, resolves problems, and makes changes to accommodate changing priorities and needs.
- Develops, implements, and monitors departmental budgets.
- Coordinates, plans, and promotes initiatives with departments and programs. Oversees public relations and promotional activities of the program, including planning and development of strategies.
- Develops, administers, and evaluates workshops, training programs, courses or curricula, in accordance with program goals.
- Serves as a resource to students, staff and others on matters relating to program policies, procedures, and activities.
- Evaluates effectiveness of program services and policies through the collection and analysis of program data. Identifies problems and institutes changes or makes recommendations for major changes.

Job Template: Publicity/Marketing Manager

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Publicity/Marketing Manager
Job Category: M	Job Level: 5
FLSA Status: E	Job Code: C03002

- Performs related work as required.

MINIMUM QUALIFICATIONS

- Bachelor's degree in related field.
- Six to seven years of related experience.

COMPETENCIES

Knowledge of:

- Principles and practices of employee supervision
- FERPA
- Program management
- Microsoft Office and related software applications

Skill in:

- Planning and organization
- Public relations
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

Ability to:

- Develop and evaluate workshops/training courses/curricula appropriate to the program
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Interpret educational records and program data
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management

Job Template: Communication and Publicity Manager

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Communication and Publicity Manager
Job Category: M	Job Level: 6
FLSA Status: E	Job Code: C03003

M6: Level Standards

GENERAL ROLE

This level is accountable for providing management of a small- to moderate-sized office or department charged with providing a variety of cross-disciplinary services. Incumbents should generally have oversight of professional and non-professional staff, as well as business and/or administrative operations. Positions at this level do not exclusively serve as the supervisory level to only student employees

Incumbents:

- Modify practices and procedures to improve efficiency and quality of services delivered by subordinate staff.
- Ensure policies and procedures are followed and functions are carried out efficiently and correctly.
- Are accountable for setting goals and objectives for staff members to achieve operational objectives and service standards.
- Distribute work and monitor workload among staff.
- Evaluate and monitor the accuracy, quality, quantity, and timeliness of services and activities.
- May develop/enhance processes and procedures to improve efficiency or effectiveness of services, as a means to fulfill departmental or office initiatives.

INDEPENDENCE AND DECISION-MAKING

→ *Supervision Received*

- Works under direction.
- Seeks approvals when significant changes to process steps are considered and additional resources for task completion are required.

→ *Context of Decisions*

- Decisions are driven by departmental policy and procedures.
- Understands the smallest details of an assigned area.

→ *Job Controls*

Job Template: Communication and Publicity Manager

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Communication and Publicity Manager
Job Category: M	Job Level: 6
FLSA Status: E	Job Code: C03003

- Free to plan and carry out all phases of work assignments, including the oversight of staff.
- Has the latitude to make daily operational decisions.

COMPLEXITY AND PROBLEM SOLVING

→ Range of issues

- Issues are readily identified but cannot be understood and fixed in simple cause-effect terms.
- Variables affecting the problem are generally known.

→ Course of Resolution

- Utilizing an understanding of best practices and the way similar units run elsewhere, convincingly recommends, develops, and implements capital and process improvements to the area.

→ Measure of Creativity

- Problems require integrative solutions such as how technologies, processes, resources, and people all fit together.

SCOPE AND MEASURABLE EFFECT

- Serve as a manager of a moderate-sized department or office charged with carrying out cross-disciplinary tasks or functions
- Actions regularly affect a department or an office-centric outcome with departmental impact.
- Actions generally have a direct impact on controlling such things as staff size and nature of work and scope of services.
- Actions may have high-risk compliance or safety implications.
- Performance results tend to relate to efficiency, degree of waste/cost overruns, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

Job Template: Communication and Publicity Manager

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Communication and Publicity Manager
Job Category: M	Job Level: 6
FLSA Status: E	Job Code: C03003

Job Template

GENERAL SUMMARY

Builds the reputation and community of the University among its internal and external constituents (alumni, donors, students, faculty, and staff) through the strategic production and promotion of stories, images/videos, marketing materials, e-communications, and other creative services.

REPORTING RELATIONSHIPS AND TEAMWORK

Works under direction of a manager. Manages the day-to-day operations and a group of employees.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.

- Manages the work of assigned personnel, including assigning and reviewing work, providing guidance, and conducting performance evaluations. Manages overall operation of assigned department.
- Provides advanced technical and/or design solutions for web content creation and collection. Assists departments with establishing and maintaining websites using University provided web publishing systems.
- Oversees the planning and implementation of marketing and promotional outreach strategies designed to promote department/division services and programs to target audiences.
- Consults with and advises departments on the thoughtful application of digital media marketing and communication solutions.
- Serves as a resource to department/division staff and administrator regarding effective promotional strategies and activities.
- Sets priorities for design and production projects, appropriately delegating tasks and project aspects to unit staff.
- Prepares, or supervises preparation of, advertising and promotional materials, including generating ideas, writing, editing, design, and illustration.

Job Template: Communication and Publicity Manager

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Communication and Publicity Manager
Job Category: M	Job Level: 6
FLSA Status: E	Job Code: C03003

- Plans and carries out special interest events or projects designed to increase effectiveness or marketing activities.
- Represents the Division/University at appropriate regional, national and/or international meetings and forums.
- Participates in Divisional marketing planning and policy development as part of a management team.
- Performs related work as required.

MINIMUM QUALIFICATIONS

- Bachelor's degree in related field.
- Seven years of related experience.

COMPETENCIES

Knowledge of:

- Principles and practices of employee supervision
- Graphic design and web content presentation
- Target audience
- Emerging trends and best practices of marketing and recruitment initiatives
- Microsoft Office and related software applications

Skill in:

- Planning and organization
- Troubleshooting
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

Ability to:

- Manages communications and maintain website content
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Provide professional and motivating presentations to large audiences

Job Template: Communication and Publicity Manager

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Communication and Publicity Manager
Job Category: M	Job Level: 6
FLSA Status: E	Job Code: C03003

- Conduct market research to develop best practices
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management

Job Template: Senior Communication, Publicity and Marketing Manager

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Senior Communication, Publicity and Marketing Manager
Job Category: M	Job Level: 7
FLSA Status: E	Job Code: C03004

M7: Level Standards

GENERAL ROLE

This level is accountable for providing management of a moderate- to notably-sized department charged with providing a variety of cross-disciplinary services. Incumbents should have oversight of professional and non-professional staff, as well as business and/or administrative operations. Positions at this level do not exclusively serve as the supervisory level to only student employees.

Incumbents:

- Modify practices and procedures to improve efficiency and quality of service delivered by subordinate staff.
- Research and apply better ways to effectively achieve end results by, for example, arranging/rearranging the way work is performed, changing elements of processes, and adding or deleting new or unnecessary capabilities/functionalities for subordinate staff, as needed.
- Set staff objectives, immediate- and/or long-term, as a means to fulfill departmental or division initiatives.
- Provide analytical, technical, and advisory support to more senior members within the same disciplinary track
- May determine how to achieve directives set by directors, at a department level.

INDEPENDENCE AND DECISION-MAKING

→ *Supervision Received*

- Works under general direction.
- Seeks assistance only when unique situations arise, coupled with financial impact to the division, and political consequence.

→ *Context of Decisions*

- Work is focused on and regulated by specific division goals and milestones.

→ *Job Controls*

Job Template: Senior Communication, Publicity and Marketing Manager

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Senior Communication, Publicity and Marketing Manager
Job Category: M	Job Level: 7
FLSA Status: E	Job Code: C03004

- Incumbents act based on own judgement as long as actions adhere to division policies and operating procedures, and remain focused on the division and departmental objectives.
- Subject to managerial controls through conferences, review of reports, and occasional departmental visits.
- Managerial controls are exercised on incumbents for matters of policy development and coordination, intermediate- and long-range planning, budgetary, and human resources based matters.

COMPLEXITY AND PROBLEM SOLVING

→ *Range of issues*

- Problems are unique and unexpected.
- Challenges for problems arise due to lack of precedent or policy at a division or University level.

→ *Course of Resolution*

- Problems require response/adaptation to changing conditions or circumstances, necessitating enterprise and new approaches.
- Problem resolution should frequently require collaboration and coordination with units internal to the division, with occasional collaboration and coordination outside the division.

→ *Measure of Creativity*

- Incumbents are required to develop new policy for approval and conceptualize an implementation plan for new procedures or processes due to the new policy.

COMMUNICATION EXPECTATIONS

→ *Manner of Delivery and Content*

Deliver statements and information in a combined persuasive and motivational fashion to subordinate staff, departmental and University administrators, and the campus community as a whole.

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Job Category: M	Job Level: 7
FLSA Status: E	Job Code: C03004

SCOPE AND MEASURABLE EFFECT

- Manage a department of notable size, complexity, and significance that, in part, directly affects how well the organization to which the department belongs operates.
- Actions regularly affect a department or a project outcome with division-wide impact.
- Actions generally have a direct impact on controlling such things as program scope, staff size and nature of work, scope of services, operating budget, etc.
- Actions may have high-risk financial, compliance, political or safety implications.
- Performance results tend to related to efficiency, degree of waste/cost overruns, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

Job Template: Senior Communication, Publicity and Marketing Manager

Occupational Group	Communication and Marketing
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Job Title	Senior Communication, Publicity and Marketing Manager
Job Category: M	Job Level: 7
FLSA Status: E	Job Code: C03004

Job Template

GENERAL SUMMARY

Provides strategic communications and marketing leadership for a division to advance the visibility and reputation of the University. Manages a large staff of advanced communication/marketing professionals in the development and implementation of a multifaceted communications program with a major marketing focus for revenue-dependent educational offerings that also has a direct impact on the University.

REPORTING RELATIONSHIPS AND TEAMWORK

Works under the general direction of an administrator with a dotted line to the Vice President for University Communications, or their designee. Manages technical and administrative operations and a large staff of communication/marketing professionals. Position also provides oversight and guidance to all communications/marketing professionals reporting elsewhere within the division.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.

- Leads professional communications and marketing staff in the planning, development, implementation, management and measurement of marketing and communications functions focused on engaging audiences, advancing recruitment, increasing enrollment, and enhancing the Division's reputation.
- Develops and implements short- and long-term marketing, promotional, outreach, and recruitment goals that span across all marketing and communications platforms.
- Manages the overall operation of the unit and a wide range of services provided to the Division, such as writing, copywriting, graphic design, print design, photography, multimedia production, web development, social media, customer relationship management (CRM) systems, marketing campaigns, branding, messaging, and other creative services.
- Manages the unit's budget; monitors approved budget and approves expenditures. Assesses performance of marketing investments, vendor usage and return on investments; measures marketing strategy effectiveness to achieve maximum results and operational efficiency.

**Job Template: Senior Communication, Publicity and Marketing
Manager**

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Senior Communication, Publicity and Marketing Manager
Job Category: M	Job Level: 7
FLSA Status: E	Job Code: C03004

- Participates in Divisional marketing planning, policy development, procedure and workflow analysis and improvement, as well as staffing and needs assessments, recruitment and hiring activities for in-house, project and contracted staff and vendors.
- Serves as an expert resource, advising faculty, staff, and administrators throughout the Division regarding publicity/marketing needs and communication activities such as the promotion of programs, special events, or services for specific clientele and prospective students.
- Manages the development and publication of advertising and promotional materials, including design, budgeting, deadlines, and distribution plans; provides oversight and art direction to ensure high-quality materials meet University standards and support the Division’s strategic plan, brand, and mission.
- Manages advertising campaigns, including sponsorships, media buys, and other key marketing opportunities; manages interaction with consultants and third-party vendors to ensure needs are being met; evaluates vendor contracts and invoices, and ensures contractual deliverables are met.
- Collaborates with University Communications, Office of Diversity & Inclusion, Development, Alumni Relations, and other internal and external key stakeholders, partners, and sponsors to integrate marketing strategies, maximize publicity, and enhance engagement, awareness, fundraising, and participation in programs.
- Represents and promotes the Division at appropriate regional, national and/or international conferences, meetings and forums; serves as a member of various internal and external committees and teams; provides presentations to large and small audiences.
- Maintains current marketing and communications knowledge, industry trends and best practices using print, digital and social media.
- Performs related work as required.

MINIMUM QUALIFICATIONS

- Bachelor’s degree in related field.
- Eight (8) or more years of related experience.
- Three or more years’ experience serving as a manager of a moderate sized unit within the communications or publicity/marketing field.

OR

- Master’s degree in a related field.

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Job Path	Publicity/Marketing
Job Title	Senior Communication, Publicity and Marketing Manager
Job Category: M	Job Level: 7
FLSA Status: E	Job Code: C03004

- Six (6) or more years of related experience.
- Three or more years' experience serving as a manager of a moderate sized unit within the communications or publicity/marketing field.

COMPETENCIES

Knowledge of:

- Principles and processes assessing customer needs, interests and motivation and evaluating service standards and customer satisfaction.
- Principles and methods of marketing strategy tactics and techniques.
- Media production, communication, and dissemination techniques and methods, including social media platforms.
- Project management systems and tools.

Skill in:

- Supervisory experience and leading cross-disciplinary teams.
- Strategic planning, resource allocation and coordination of people and resources.
- Identifying measures and analyzing key performance indicators and the actions needed to improve outcomes or correct performance, relative to program goals.
- Public relations.
- Critical thinking, problem solving and analysis.
- Developing and maintaining effective and appropriate working relationships.

Ability to:

- Communicate with senior management.
- Develop and evaluate workshops/training courses/curricula appropriate to the program.
- Communicate effectively through oral and written means and visual media.
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds.

**Job Template: Senior Communication, Publicity and Marketing
Manager**

Occupational Group	Communication and Marketing
Job Family	Communication and Marketing
Job Path	Publicity/Marketing
Job Title	Senior Communication, Publicity and Marketing Manager
Job Category: M	Job Level: 7
FLSA Status: E	Job Code: C03004

- Interpret educational records and program data and analyze and generate program and financial reports.
- Maintain the confidentiality of information and professional boundaries.