

JOB DESCRIPTION



Position Title: Marketing Specialist

Department: Marketing

Employment Category: Administrative Support

Primary Location: District-wide
Based at the Sierra Vista Campus

FLSA Classification: Exempt
Remote Work Eligible: No

Parameters: Full-time; 12 months/year

Pay Grade: AS09

Position Summary: The Marketing Specialist is responsible for supporting the implementation of the college's strategic internal and external marketing initiatives, including assisting in the identification of marketing trends, documenting marketing initiatives, and monitoring content across platforms to ensure consistency and compliance with brand standards.

Essential Functions: As defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

Duties and Responsibilities: Within the scope of college policies and procedures, this position:

Assists in identifying marketing trends and implementing an integrated marketing strategy; researches and prepares the delivery of marketing messages; supports the preparation of advertising and publishing purchases, schedules messaging and production; monitors college content to ensure all messaging supports the college's strategic initiatives and adheres to brand standards

Monitors incoming marketing requests and assists in project task management; consults with college departments to conceptualize and develop strategic marketing plans; serves as a liaison between the Marketing office and outside vendors to execute marketing initiatives

Assists with various internal and external marketing initiatives to include email, text messaging, mobile notifications, social media, digital and print campaigns; prepares drafts and edits copy for publication; ensures print and electronic content conforms to established graphic and editorial standards and reflect the college's brand attributes, messaging, mission and vision;

Utilizes exceptional writing and proofing skills with a knowledge of Associated Press (AP) style to deliver accurate and effective messaging

Works with web administrator to ensure that all college websites effectively serve as a recruitment, marketing and information tool and promote the college mission and vision

Assists with event planning; represents the college at various internal/external events as assigned

Assists with the department's production plan and budget; assists in the reconciliation of budget transactions for the assistant dean and other department staff as needed

Performs related duties as assigned

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General Expectations: Employees are expected to accomplish assigned duties in an efficient, effective and competent manner and to strive for improvement and excellence in all work performed. Additionally, employees must understand the comprehensive role of the community college and cooperate and work harmoniously with students, faculty and staff, and the public. Employees will follow all college policies, rules, regulations and guidelines as they relate to this position.

Education and Experience Requirements:

Associate's degree in marketing, communications, business or related field from a regionally accredited institution of higher learning recognized by the US Department of Education

Two years related experience

An equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved may be considered.

Knowledge, Skills and Abilities:

Knowledge of and ability to follow college policies and procedures affecting assigned work

Knowledge of or ability to maintain organizational structure, workflow and operating procedures

Knowledge of current technologies and word processing, database, presentation, and spreadsheet software, specifically Microsoft Office applications

Knowledge of web development and web-authoring applications, preferably WordPress

Knowledge of laws, regulations and policies related to publishing documents

Knowledge of standard concepts, practices and procedures related to the position, including use of AP style, punctuation and syntax, and photography

Knowledge of communication and public relations principles, practices and techniques

Knowledge of writing and editing principles, practices and techniques

Knowledge of marketing and campaign trends, developments and new technologies

Skill in online promotion and publishing processes, procedures and techniques, and an ability to adapt in a changing technological environment

Skill in information research and evaluation

Skill in creative, journalistic, and technical writing, editing and proofreading

Skill in creating, composing and editing and proofreading written materials

Skill in news and marketing value, and familiarity with media priorities and practices

Ability to adapt in a changing technological environment

Ability to work independently, prioritize, follow multiple projects and tasks through to completion, with close attention to detail while contributing to team environment

Ability to relate to a diverse population in a professional and helpful manner, and to maintain composure when faced with difficult situations

Ability to communicate effectively, verbally and in writing, and to relate to others in a professional, helpful manner

Ability to analyze problems, identify solutions, and take appropriate actions to resolve problems using independent judgment and decision-making processes

Ability to establish and maintain effective working relationships with supervisors, other department staff, students and the public

Work Environment: Work is primarily performed under general supervision in an office setting with appropriate climate controls. Travel, early morning, evening, and weekend work may be required.

Physical Requirements: Essential functions of this position require: lifting, manual dexterity, ability to communicate.

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Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body; involves sitting majority of time; walking and standing are required only occasionally and all other sedentary criteria are met

Mental Application: Utilizes memory for details, verbal instructions, emotional stability, critical thinking, adaptability and creative problem-solving skills are important

Reports to: Assistant Dean of Marketing, Communications & Advancement

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.