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COMMUNICATIONS & MARKETING JOB FAMILY – COMMUNICATIONS & MARKETING SPECIALIST

JOB FAMILY CONCEPT: The Communications and Marketing job family provides information dissemination to internal and external audiences. Roles in this family are responsible for creative processes, marketing, public relations, branding, media releases, communications and media production, printed and electronic publications, website content design/management, and social media. The communications and marketing function includes the support, coordination, production and management of written, visual, and digital marketing and communications.

COMMUNICATIONS & MARKETING SPECIALIST

The Communications and Marketing Specialist creates communications, marketing, technical, promotional and creative materials delivered through various mediums to promote and communicate the vision, mission, goals, programs, services and achievements of the organization. Communications and Marketing Specialist roles develop and create written, visual, and digital content that are on brand. Duties are typically performed in one or more of the following areas: marketing and advertising, graphic and multimedia design, broadcasting, public relations, web site design and social media communications, creative/technical or scientific writing and editing, photography, and video and audio production.

The **Communications and Marketing Specialist** role is distinguished from the **Communications and Marketing Coordinator** role in that it demonstrates a level of expertise in one or more areas or mediums and is responsible for creating content.

The **Communications and Marketing Specialist** role is distinguished from the **Communications and Marketing Management** role in that it does not primarily exist to provide management and direction or for the unit, but is primarily responsible for implementation of communications and marketing functions.

COMMUNICATIONS & MARKETING SPECIALIST 1

Typical Functions

- Plans, designs, coordinates, develops and creates content and pieces working within one or more specialty areas.
- Shapes existing content into format fit for publications.
- Creates cohesive content from various sources.
- Consults with clients, analyzes and assesses needs, and develops plans to best communicate their needs and objectives.
- Provides excellent customer service to clients.
- Generates creative and original ideas, creates the vision and produces content.
- Supports day-to-day content of prominent websites and social media outlets.
- Conducts research and analyzes data to understand audience needs and media trends.
- Contributes to project team to plan and develop concepts.
- Develops and implements long-term plan for archiving.
- Edits copy to improve structure and flow.
- Provides quality assurance by checking facts and proofs.
- Edits for stylistic and brand consistency.
- May have creative control/lead on small projects.
- May provide work direction.

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Complexity and Decision Making Authority

Analyzes problems and develops solutions. Determines best way to communicate to audience using the most effective mechanism to distribute information. Work assignments generally have a lower visibility profile scope and impact than level 2 and 3.

Knowledge, Skills, and Abilities

Knowledge in specific area of specialty. Excellent written, visual and oral communication skills. Customer service skills. Detail oriented skills. Proficient skills in MS Office suite. Ability to communicate with multiple audiences. Advanced skills in industry standard software. Ability to exhibit sound judgement. Ability to work on simultaneous projects. Ability to produce creative content.

Education/Experience

High school diploma or equivalent and three years of relevant experience, or an equivalent combination of education, training and experience. Training in relevant specialized software. Bachelor's degree in related field preferred.

COMMUNICATIONS & MARKETING SPECIALIST 2

Typical Functions

- Plan, design, coordinate, develop and create content and pieces working at an advanced level within one or more specialty areas.
- Communicate and translate complex information and subject matters in a creative way that can be easily consumed and digested by audience.
- Participate in the planning and development of broad communication and marketing strategies.
- Works on high profile pieces. Sets deadlines and establishes publication schedules.
- Create and manage project plans and schedules, may have simultaneous projects.
- Manages projects and organizes, prioritizes and manages work to meet deadlines.
- Assesses client needs to creatively translate abstract concepts into final form.
- Develop and manage project plans.
- Develops and implements creative solutions to communication problems.
- Participates in strategic communication to enhance university's image.
- Analyzes data and produces reports on effectiveness of marketing.
- Makes presentations and recommendations based on research.
- Assists in designing, coordinating and presenting advertising campaigns.
- Assumes creative control on many projects and may lead the work of others.
- Ensures creative, stylistic and branding standards are met.
- May estimate and maintain project budgets.
- May set editorial direction of publications, determine content, assign writers, review, solicit, and approve submissions.
- May have supervisory responsibilities and works with freelance consultants.

Complexity and Decision Making Authority

Decides creative direction and visual tone of materials. Decides on design format that work within budgets and align with overall marketing plans. Integrates multiple sources to create cohesive communications/marketing plan. Work assignments generally have a moderate to high visibility profile scope and impact.

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Knowledge, Skills, and Abilities

Ability to prioritize, manage and deliver multiple projects at once. Ability to communicate effectively both verbally and in writing.

Education/Experience

Bachelor's degree in relevant field and four years of relevant experience, or an equivalent combination of training and experience.

COMMUNICATIONS & MARKETING SPECIALIST 3

Typical Functions

- Plans, designs, coordinates, develops and creates content and pieces working at an expert level within one or more specialty areas.
- Develops and oversees integrated communications and marketing plans.
- Provides leadership on projects, from initial concepts to creation and curation, and regularly leads and directs work of others.
- Works on most complex and highest priority projects.
- Manages large-scale projects and relations that may consist of multiple components and internal/external clients.
- Provides creative leadership.
- Recommends and develops overall strategies or approaches.
- Conducts research to inform decisions regarding content.
- In consultation with management, determines content strategy for high profile publications.
- Writes high profile original copy in variety of genres including speeches.
- Delivers high profile presentations.
- Helps develop creative culture.
- Works with management to conceptualize and set quality standards.
- Ensures consistency and internal standards are met.
- Develops and analyzes key metrics of communications and marketing efforts.
- Develops and recommends budgets for projects or campaigns.
- Regularly assumes creative control.
- May have supervisory responsibilities and coordinate work with freelance consultants, but not main purpose of role.

Complexity and Decision Making Authority

Decides on creative direction and visual tone of materials while considering overall strategies of university. Integrates multiple sources to create cohesive and strategic communications and marketing plans. Work assignments generally have a highly visible profile scope and impact, often assisting with crisis communication.

Knowledge, Skills, and Abilities

Expert understanding of current and future communications trends. Advanced technical skills. Ability to communicate effectively both verbally and in writing. Client relationship and management skills. Ability to produce creative content. Ability to meet deadlines. Ability to lead teams.

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Education/Experience

Bachelor's degree and five years of relevant experience, or an equivalent combination of education, training and experience.