

DRAFT – February 28, 2018

COMMUNICATIONS & MARKETING JOB FAMILY – COMMUNICATIONS & MARKETING COORDINATOR

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 COORDINATOR

The Communications and Marketing Coordinator provides support and coordination to the development and dissemination of informational materials or products. This includes but is not limited to tracking projects, formatting and preparing content for publication, drafting and editing content, photography, videography, posting to websites and social media, and conducting communications and marketing related research.

The **Communications and Marketing Coordinator** role is distinguished from the **Communications and Marketing Specialist** role in that it is responsible for support and coordination of communications and marketing efforts. The **Communications and Marketing Specialist** has greater responsibility for independent original content.

COMMUNICATIONS & MARKETING COORDINATOR 1

Typical Functions

- Under direct supervision supports and coordinates communications and marketing efforts.
- Assists with drafting newsletters, news summaries, announcements and promotional materials.
- Edits communications and marketing materials for basic grammatical content.
- Prepares content for printing/press/publication.
- Assists with design and graphic work.
- Shoots photos/videos for events, websites or social media and performs simple edits for intended audience.
- Posts pre-developed messaging to social media accounts.
- Receives information, updates websites, and revises content as needed.
- Reconciles logs.
- Updates databases.
- Maintains electronic and manual storage of communications media and files.
- Receives and manages materials and requests including advertising.
- May maintain equipment and supply inventory.
- May perform invoicing.

Complexity and Decision Making Authority

Organizes daily tasks. Assignments are standard in nature.

Knowledge, Skills, and Abilities

Knowledge of specific area of communications and marketing. Knowledge of university style and communication standards. Microsoft Office skills. Attention to detail skills. Ability to communicate effectively both verbally and in writing.

DRAFT – February 28, 2018

Education/Experience

High school diploma or equivalent required. One year of experience required.

COMMUNICATIONS & MARKETING COORDINATOR 2

Typical Functions

- Under general supervision and collaboration with others supports and coordinates a specialty communications and marketing function.
- Designs layout of printed and electronic material.
- Proofs and edits materials for consistency, style, formatting and errors.
- Coordinates print jobs with external printers and publishers, gathers quotes.
- Develops presentation material taking content and preparing visually appealing product.
- Supports presentations by assembling quotations, statistics, videos and photos.
- Performs communications/marketing related research and makes recommendations to maximize reach.
- Creates social media schedule, posts content and assists with generating ideas for posting on social media sites.
- Posts pre-developed messaging to social media accounts, monitors social media sites and responds to routine posts.
- Drafts press releases and communication plans.
- Shoots video and produces short clips for websites or social media and performs edits for intended audience.
- Tracks projects and oversees production schedules to ensure deadlines are met.
- Distributes communications/marketing materials to intended audiences.
- Builds basic to moderate web pages which may include some programming.
- May assist with event planning including designing promotional material.
- May provide work direction.

Complexity and Decision Making Authority

Work is under supervision and final products are subject to approval.

Knowledge, Skills, and Abilities

Knowledge of specific area of communications and marketing. Knowledge of university style and communication standards. Microsoft Office skills. Attention to detail skills. Ability to communicate effectively both verbally and in writing. Ability to learn industry standard software.

Education/Experience

High school diploma or equivalent required. Two years of relevant experience required. May require specialized training in desktop publishing software. Bachelor's degree in relevant field preferred.

COMMUNICATIONS & MARKETING COORDINATOR 3

Typical Functions

- Under general supervision supports, coordinates, and performs communications and marketing in multiple areas of specialty or creates specialized content for a department.
- Researches for and creates engaging content for communication and marketing material.
- Consults with clients, assesses needs and assists in planning of communication and marketing plan and materials.

DRAFT – February 28, 2018

- Ensures compliance with style and brand guidelines.
- Researches and drafts talking points.
- Assists others in the planning and executing broad communications and marketing projects.
- Designs, develops and builds moderate to complex web pages which may include some programming.
- May have creative control on developing original content.
- May provide work direction.

Complexity and Decision Making Authority

Work is under supervision however may have some independence to deliver final products without approval.

Knowledge, Skills, and Abilities

Knowledge of specific area of communications and marketing. Knowledge of university style and communication standards. Microsoft Office skills. Desktop publishing software skills. Attention to detail skills. Ability to communicate effectively both verbally and in writing. Ability to manage client expectations.

Education/Experience

High school diploma or equivalent required. Three years of relevant or specialized experience required. Bachelor's degree in related field preferred.