

## DRAFT – February 21, 2018

### COMMUNICATIONS & MARKETING JOB FAMILY – COMMUNICATIONS & MARKETING MANAGEMENT

**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 MANAGEMENT**

The Communications and Marketing Management role provides leadership, direction, training and management for communications and marketing operations and units. This role sets the strategic direction, vision, creative standards, operational management, and administrative direction for the unit. Develops and manages budgets. Participates in strategic fundraising and revenue generation. Leads strategic planning and staffing. Manages staff. Assesses department functions for effectiveness. Creates and develops department policies and procedures. Ensures and enforces compliance with applicable regulations, standards and policies. Acts as a liaison with internal and external clients.

The **Communications and Marketing Management** role is distinguished from the **Communications and Marketing Specialist** role in that this role may execute and implement communications and marketing functions, but the role exists to direct and manage units.

The **Communications and Marketing Management** role is distinguished from other management roles by its primary focus on communications and marketing functions where a specific body of knowledge is required.

#### **COMMUNICATIONS & MARKETING MANAGEMENT 1**

##### Typical Functions

- Responsible for the operational management, administrative direction, and coordination of staff and activities of a small operational communications or marketing unit, or a small subunit within a large unit.
- Participates in strategic planning and staffing decisions.
- Provides guidance and direction to staff in areas of communications and marketing.
- Participates in and leads strategic communication and marketing plans.
- Creates high profile content and pieces.
- Leads project teams.
- Aligns staff work plans with overall strategies and goals.
- Responsible for reviewing and approving final drafts of communications and marketing material prior to production.
- Assists to identify external clients/partners to generate revenue or financial support.

##### Complexity and Decision Making Authority

Relies on experience and judgement to plan and accomplish goals. Decisions are largely guided by policies, procedures and standards.

##### Knowledge, Skills, and Abilities

Expert knowledge in specific area of oversight. Knowledge of management concepts, principles and practices. Ability to communicate effectively both verbally and in writing.

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### Education/Experience

Bachelor's degree and six years of relevant progressively responsible experience, or an equivalent combination of education, training, and experience. Master's degree preferred. Supervisory experience.

## COMMUNICATIONS & MARKETING MANAGEMENT 2

### Typical Functions

- Responsible for the operational management, administrative direction, training and coordination of staff and activities of multiple operational communications or marketing unit, or a unit with multiple specialized functional areas.
- Participates in strategic planning and staffing decisions and policy development.
- Provides expert guidance and direction to staff in areas of communications and marketing.
- Participates in and leads strategic communication and marketing plans.
- Contributes to the development of the vision, mission, and strategy of the organization.
- Oversees or creates high profile content and pieces.
- Manages critical projects.
- Leads project teams with wide reaching impact or high profile assignments.
- Manages external relationships with partners.
- Aligns staff work plans with overall strategies and goals.
- Responsible for reviewing and approving final drafts of communications and marketing material prior to production.
- Provides supervision and oversight to other supervisory roles.

### Complexity and Decision Making Authority

Relies on extensive experience and judgment to plan and accomplish goals. A wide degree of creativity and latitude is given.

### Knowledge, Skills, and Abilities

Expert knowledge in specific area of oversight. Knowledge of management concepts, principles and practices. Ability to communicate effectively both verbally and in writing.

### Education/Experience

Bachelor's degree and seven years progressively responsible relevant experience, or an equivalent combination of education, training, and experience. Relevant experience in multiple specialty areas. Master's degree preferred.

## COMMUNICATIONS & MARKETING MANAGEMENT 3

### Typical Functions

- Responsible for the operational management, administrative direction, and coordination of staff and activities of a large and complex communications or marketing unit with multiple functional areas.
- Responsible for the strategic alignment, long-term planning and management oversight of communications and marketing activities.
- Develops the vision, mission and strategy of the organization.
- Provides senior level leadership and support of complex functions across communications and marketing.

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- Approves strategic direction by setting and managing competing priorities and constituents.
- Consults with senior administration on development of vision, strategy, and policy.
- Manages external relationships with high profile partners.
- Leads strategic planning and staffing responsibilities.
- Provides leadership and direction in policy development and implementation.

### Complexity and Decision Making Authority

Decisions have far-reaching and possibly system-wide impact. Acts with substantial discretion. Develops innovative solutions for difficult, complex and systematic problems that may have precedent setting implications for the institution.

### Knowledge, Skills, and Abilities

Ability to develop and implement policies, procedures, goals, and objectives. Ability to communicate effectively both verbally and in writing.

### Education/Experience

Bachelor's degree and eight years progressively responsible relevant experience, or an equivalent combination of education, training, and experience. Master's degree preferred.