Title: Assistant Director, Marketing & Publications  

Pay Scale Group: 18  
FLSA: Exempt  

Essential Function  
Under general supervision from a designated administrator, assist with planning, developing and implementing publications, marketing campaigns and public relations services for a college or unit.  

Characteristic Duties  
- Assist with planning and implementing publications, marketing campaigns and public relations services for a college or unit.  
- Develop and maintain communication efforts of a college or unit according to University guidelines (i.e., websites, social media sites, blogging, email, print advertising, etc.).  
- Coordinate public relations activities (i.e., media relations, special events, community/university relations, etc.).  
- Coordinate digital signage program including content management, run-time, locations and related digital signage uses (i.e., emergency announcements, etc.).  
- Plan and maintain scheduling for event communications for multiple units.  
- Assist with budget and revenue/sponsorship oversight for the functional areas assigned.  
- Collect and analyze data needed to track activities by promotional effort. Make recommendations to meet planning objectives.  
- Coordinate with campus wide marketing and promotions requirements and plans.  
- May provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).  
- Perform related duties based on departmental need.  

Unusual Working Conditions  
- N/A  

Minimum Qualifications  
- Bachelor’s degree with five (5) years experience; -OR- Associate’s degree with seven (7) years experience; -OR- nine (9) years experience. Degree must be in Business Administration, Marketing or a related field. Experience may require at least three (3) years supervision.  

New: February 2011  
Last updated:  

An affirmative action/equal opportunity institution