Classification Specification for Unclassified Service

**Title:** Manager College/Unit Communications and Marketing

**Pay Scale Group:** 17 - 1

**Essential Function**

Under general supervision from a designated administrator, manage the communications and marketing activities of a college or unit and assist with marketing special events, marketing projects, and serve as liaison.

**Characteristic Duties**

Manage the communications and marketing objectives and activities of a college or department unit including assisting with special events and projects.

Assist in developing communications and marketing strategies and implementation plans in support of college/unit goals via print, web and other media.

Manage internal and external public relations, including local and national media.

Consult with the dean, administrator, and academic/administrative units regarding their marketing and communications objectives; recommend supporting strategies.

Guide the content and design of print publications and websites; draft and execute copy for publications. Supervise design and layout processes; establish and maintain design standards for all material produced; stay abreast of technological advances in the field; recommend alternate approaches to design and production for cost-effective printed materials; maintain records, files and client database.

Monitor and evaluate communications effectiveness; conduct market analyses.

Oversee day-to-day operations of communications and marketing office; manage production timelines, costs and staff assignments.

May manage budget and/or expenditures.

Manage relationships with vendors and supplemental staff such as freelance writers; ensure that work meets quality and university branding standards.

May provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.) including assigning projects and work assignments.

Perform related duties based on college/departmental need.

**Minimum Qualifications**

Bachelor’s degree with three (3) years’ experience; -OR- Associate’s degree with five (5) years’ experience; -OR- seven (7) years’ experience. Degree must be in a related field. Experience must be in communications or related field.

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