



## JOB INFORMATION

|                         |                            |
|-------------------------|----------------------------|
| Job Code                | OC34                       |
| Job Description Title   | Asst Dir, Comm & Marketing |
| Pay Grade               | MC11                       |
| Range Minimum           | \$64,060                   |
| 33rd %                  | \$79,010                   |
| Range Midpoint          | \$86,480                   |
| 67th %                  | \$93,950                   |
| Range Maximum           | \$108,900                  |
| Exemption Status        | Exempt                     |
| Approved Date:          | 1/1/1900 12:00:00 AM       |
| Legacy Date Last Edited | 1/5/2012                   |

## JOB FAMILY AND FUNCTION

|               |                                         |
|---------------|-----------------------------------------|
| Job Family:   | Marketing, Communications, & Multimedia |
| Job Function: | Communications Strategy                 |

## JOB SUMMARY

Assists in the direction of the communication and marketing services for a division, college, or school.

## RESPONSIBILITIES

- Assists in directing the administrative and functional duties in relation to communication and marketing services.
- Writes, edits, and directs the generation of news release copy, publications material, and web content intended for dissemination.
- Advises, collaborates, and consults with department/program, school, and university leaders, deans, and faculty regarding communications, public relations, and marketing issues and directives.
- Manages college/schools website to maintain accurate, up-to-date information.
- Develops and manages department budget to include reviewing and approving financial reports, vouchers, and acquisitions.
- Works with communications teams to develop marketing and communications plan to promote the vision, mission, goals, and achievements of the department, college, or school.
- Initiates, formulates, and implements policies, procedures, programs, and projects for improved management and compliance.

## SUPERVISORY RESPONSIBILITIES

|                            |                                                                                                                                                                                           |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Supervisory Responsibility | Full supervisory responsibility for other employees is a major responsibility and includes training, evaluating, and making or recommending pay, promotion or other employment decisions. |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## MINIMUM QUALIFICATIONS

**To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.**

## MINIMUM EDUCATION & EXPERIENCE

| Education Level   | Focus of Education                                                         |     | Years of Experience | Focus of Experience                                 |  |
|-------------------|----------------------------------------------------------------------------|-----|---------------------|-----------------------------------------------------|--|
| Bachelor's Degree | Degree in Journalism, Communications, Marketing, Business or related field | And | 5 years of          | Experience in marketing and communications services |  |

Substitutions Allowed for Experience      Yes

*Substitution allowed for Experience: When a candidate has the required education, but lacks the required experience, they may normally apply additional appropriate education toward the experience requirement, at a rate of one (1) year relevant education per year of required experience.*

## MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of various marketing and communication theories, concepts, techniques, mediums and strategies. Ability to write for various audiences and in various formats.

## MINIMUM LICENSES & CERTIFICATIONS

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/Desired |  |
|-------------------------|--------------------------------|------------|------------------|--|
| None Required.          |                                |            |                  |  |

## PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:      Other

## PHYSICAL DEMANDS

| Physical Demand               | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|-------------------------------|-------|--------|--------------|------------|------------|--------|
| Standing                      |       |        | X            |            |            |        |
| Walking                       |       |        | X            |            |            |        |
| Sitting                       |       |        |              |            | X          |        |
| Lifting                       | X     |        |              |            |            |        |
| Climbing                      |       |        | X            |            |            |        |
| Stooping/ Kneeling/ Crouching |       |        | X            |            |            |        |
| Reaching                      |       |        | X            |            |            |        |
| Talking                       |       |        |              |            | X          |        |
| Hearing                       |       |        |              |            | X          |        |
| Repetitive Motions            |       |        |              |            | X          |        |
| Eye/Hand/Foot Coordination    |       |        |              |            | X          |        |

## WORKING ENVIRONMENT

| Working Condition | Never | Rarely | Occasionally | Frequently | Constantly |
|-------------------|-------|--------|--------------|------------|------------|
| Extreme cold      |       |        | X            |            |            |
| Extreme heat      |       |        | X            |            |            |
| Humidity          |       |        | X            |            |            |
| Wet               |       |        | X            |            |            |
| Noise             |       |        | X            |            |            |

WORKING ENVIRONMENT

| Working Condition      | Never | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-------|--------|--------------|------------|------------|
| Hazards                |       |        | X            |            |            |
| Temperature Change     |       |        | X            |            |            |
| Atmospheric Conditions |       |        | X            |            |            |
| Vibration              |       |        | X            |            |            |

**Vision Requirements:**  
Ability to see information in print and/or electronically and distinguish colors.