### Classification Description Title: Marketing and Public Relations Coordinator

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<th>FLSA Status: Exempt</th>
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**Classification Summary:** Responsible for conducting professional research and planning related to college-wide marketing and advertising initiatives. Incumbent responsibilities include developing marketing plans and initiatives; conducting market research; coordinating marketing projects; and evaluating and recommending marketing and advertising opportunities. Incumbents provide technical direction and assistance to staff and management regarding media, public relations, and marketing campaigns.

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<tr>
<th><strong>Typical Classification Essential Duties:</strong> (These duties are a representative sample; position assignments may vary.)</th>
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<tr>
<td><strong>1.</strong> Develops and oversees marketing communication plans and tactics; makes recommendations regarding targeted initiative, business development, media relations opportunities, and publications.</td>
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<td><strong>2.</strong> Manages, develops, and executes various communication projects; provides direction and ensures resources are available.</td>
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<td><strong>3.</strong> Oversees relationships with staff from other departments to ensure scheduled programs, strategic plans, public relations efforts, and marketing materials are coordinated and meet specified guidelines.</td>
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<td><strong>4.</strong> Serves on and facilitates assigned committees to promote marketing and advertising objectives and assist in meeting college enrollment goals.</td>
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<td><strong>5.</strong> Monitors and tracks budget and project information, such as maintaining balances, researching discrepancies, and preparing related financial reports.</td>
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<td><strong>6.</strong> Reviews and evaluates ongoing external advertising and sponsorship opportunities to ensure compliance with department strategic goals and objectives.</td>
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<td><strong>7.</strong> Researches and identifies appropriate markets for college positioning and promotional efforts.</td>
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<td><strong>8.</strong> Performs other duties as assigned.</td>
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CLASSIFICATION DESCRIPTION TITLE: MARKETING AND PUBLIC RELATIONS COORDINATOR

Training and Experience (positions in this class typically require):
Bachelor’s degree in marketing, public relations, or a related field and four years experience related to area of assignment; or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Licensing Requirements (positions in this class typically require):
- None Required.

Knowledge (position requirements at entry):
Knowledge of:
- Management principles;
- Program management principles;
- Strategic planning principles;
- Project management principles;
- Budgetary concepts and principles;
- Computer operations and related software applications;
- Equipment necessary for graphic design and publication;
- Recordkeeping principles;
- Customer service principles;
- Assigned area duties and responsibilities.

Skills (position requirements at entry):
Skill in:
- Monitoring work and providing direction;
- Applying applicable local, state and federal laws, rules, and regulations;
- Maintaining records and preparing reports;
- Applying and explaining applicable laws, codes, regulations, policies, and/or procedures;
- Using proper English, grammar, punctuation, and spelling;
- Monitoring expenses and preparing basic financial reports;
- Prioritizing and organizing work;
- Applying customer service principles;
- Operating a computer and related software applications;
- Operating a variety of graphic design and production equipment;
- Recognizing problems, identifying alternative solutions, and making appropriate recommendations;
- Ensuring compliance with applicable federal, state, and local laws, rules, and regulations;
- Organizing work and performing multiple tasks;
- Communication, interpersonal skills as applied to interaction with coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to receive work direction.
**HARRISBURG AREA COMMUNITY COLLEGE**  
**CLASSIFICATION DESCRIPTION**

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<th>Physical Requirements:</th>
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<td>Positions in this class typically require: fingering, grasping, feeling, talking, hearing, seeing and repetitive motions.</td>
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Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

**NOTE:**
The above job classification is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

**Classification History:**
Created: 8/8/07

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Signature of Employee ____________________________ Date ________________

Signature of Supervisor ____________________________ Date ________________