CLASSIFICATION DESCRIPTION TITLE: MARKETING AND PUBLIC RELATIONS SPECIALIST

FLSA STATUS: Exempt

CLASSIFICATION SUMMARY: Responsible for performing paraprofessional or entry-level professional work in media, graphic design/publication, and/or sales and marketing. The focus is on customer service and impact is college-wide, including assessing internal/external customer needs; ensuring consistency in college-wide standards; coordinating information or services; providing technical assistance and options to customers; developing and maintaining customer, media, or vendor relationships. Incumbents may supervise technical or support staff and participate in preparing and monitoring the program/section budget.

TYPICAL CLASSIFICATION ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)

Illustrative only – not inclusive of every task assigned to a position.

1. Designs, implements, and evaluates a variety of publications for distribution, including public announcements, financial aid materials, posters, and other materials for assigned projects.

2. Develops and maintains relationships with staff from other departments to ensure scheduled programs, strategic plans, public relations efforts, and marketing materials are coordinated and meet specified guidelines.

3. Provides administrative support, such as maintaining department and employee schedules, editing and preparing newsletters, brochures, web site content, and basic reports, researching information, and providing related support.

4. Coordinates and maintains contacts with media, vendors, printers, graphic designers and commercial photographers; may participate in research and selection of contracts with third parties.

5. Develops and maintains graphic standards for college; monitors implementation and compliance with established guidelines.

6. Assists with tracking budget and department information, such as maintaining balances, researching discrepancies, and preparing related financial reports.

7. Performs other duties as assigned.

Training and Experience (positions in this class typically require):

Associate's degree or two-year technical certificate in graphic design/arts, journalism, communications, public relations, or a related field and three 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:**
- Commercial printing processes;
- Graphic design practices and principles;
- Supervisory 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:**
- Preparing and proofreading a variety of documents for publication;
- 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;
- 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.

### Physical Requirements:

Positions in this class typically require: fingering, grasping, feeling, talking, hearing, seeing and repetitive motions.

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

____________________________________  _________________________
Signature of Employee                  Date

____________________________________  _________________________
Signature of Supervisor                 Date