CLASSIFICATION DESCRIPTION TITLE: MARKETING AND PUBLIC RELATIONS TECHNICIAN

**FLSA STATUS:** Non-Exempt

**CLASSIFICATION SUMMARY:** Responsible for performing technical and customer service duties related to the production and printing of college publications. Incumbent responsibilities include printing publications; coordinating in-house and vendor print projects; conducting price/cost comparisons; and tracking project schedules and processing invoices.

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

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<td>1.</td>
<td>Creates and reviews publications for duplication or printing procedures within established guidelines.</td>
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<td>2.</td>
<td>Answers inquiries in person or on the phone regarding general information or specific questions about projects.</td>
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<td>6.</td>
<td>Coordinates production and proofing with printers; ensures proper project and delivery timelines.</td>
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<td>3.</td>
<td>Processes bids, cost estimates, outgoing purchase orders, price agreements, and requests for payment.</td>
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<td>4.</td>
<td>Posts and tracks projects in applicable software system; prepares a variety of reports as needed.</td>
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<td>5.</td>
<td>Attends trainings and required meetings to evaluate possible updates to technology and equipment.</td>
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<td>6.</td>
<td>Performs other duties as assigned.</td>
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### Training and Experience (positions in this class typically require):
Associate’s degree or two-year technical certificate in graphic design, graphic arts, production, or a related field and two years related experience; 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;
- 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;
- Maintaining logs and records;
- Prioritizing and organizing work;
- Applying customer service principles;
- Operating a computer and related software applications;
- 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.

Incumbents may be subjected to fumes, odors, dusts, gases, poor ventilation, and inadequate lighting.
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