



Job Title: Assistant Marketing/Communications Director

CLASSIFICATION DESCRIPTION

Department: Marketing and Strategic Communication

Pay Grade: 116

FLSA Status: Exempt

Remote Work Eligible: Yes

JOB SUMMARY

This position oversees a marketing or communications related function or service for the College by managing the daily activities, prioritizing assignments, determining marketing and communication plans, developing plans to approach marketing projects, implementing the project solutions, and performing related professional level marketing or communications work in assigned area. This position may also be responsible for supervising employees or student workers and developing and monitoring a budget.

DISTINGUISHING CHARACTERISTICS

Eligible to work remotely.

ESSENTIAL JOB FUNCTIONS

- Coordinates marketing and communication initiatives on assigned projects, which include: developing and implementing marketing plans; negotiating media sponsorships; analyzing customer trends; managing information and measuring progress on tasks, projects, and goals; and performing related activities.
- Supervises staff and student workers by: prioritizing and assigning work; conducting performance evaluations; ensuring staff are trained; ensuring that employees follow policies and procedures; maintaining a healthy and safe working environment; and making hiring, termination, and disciplinary recommendations.
- Oversees PR communications conducted by others including a weekly news brief, press releases and alerts, and use of PR Newswire.
- Oversees social media management by assigned manager including complaints/questions on social media, Google reviews, and student social media assistant and interns.
- Leads the development and execution of the College's communications strategy, ensuring plans support the College's strategic goals and objectives.
- Works with digital ad creation and management for certain projects.
- Assists with crisis communications in areas including hurricane/weather, COVID-19, and media matters.
- Oversees management of photo requests, photo shoots and College-wide photo archive.

- Oversees the maintenance and optimization of the College's main website, its content and associated servers.
- Prepares and manages marketing campaign budgets; monitors and approves expenditures.
- Develops a variety of marketing and communication materials to promote programs and services, which includes: creating and editing marketing materials for inclusion on the website; developing timelines; and determining distribution methods in order to reach intended audience(s).
- Edits and proofreads publications and communication materials to ensure content meets established design criteria.
- Maintains a variety of marketing materials, promotional items, communication materials and records.
- Assists with internal communications including emails; oversees production of internal newsletter.
- Performs other duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Bachelor's degree in marketing communications, journalism, or a related field; eight (8) years of related work experience; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Supervisory principles;
- Budget planning principles;
- Marketing principles and practices;
- Graphic design principles and software applications;
- Project management principles;
- Publications development techniques and practices;
- Proper use of the English language;
- Basic website design principles;
- Recordkeeping principles;
- Basic negotiation techniques; and
- Computers and related software applications.

Skills in:

- Preparing and administering budgets;
- Coordinating, prioritizing, organizing, and managing multiple simultaneous projects;
- Managing and coordinating the preparation and publication of a variety of marketing, promotional, and/or communication materials;
- Preparing clear and concise marketing and communication materials;
- Designing concepts for publications and website content;
- Creating, composing, and editing written materials;
- Maintaining records;
- Using a computer and related software applications; and
- Communication, interpersonal skills as applied to interaction with assigned employees, coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

Ability to:

- Prioritize and assign work;
- Monitor and evaluate employees; and
- Develop and implement marketing and communication plans.

CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS

N/A.

PHYSICAL DEMANDS

This work typically requires the following physical activities to be performed. A complete description of the activities below is available upon request from Human Resources.

(X = Required to perform essential job functions)

Physical Activities		Physical Activities	
Balancing – maintain equilibrium to prevent falling while walking, standing, or crouching.		Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.		Reaching – extending hands or arms in any direction.	<u>X</u>
Crawling – moving about on hands, knees, or hands, feet.		Repetitive Motion – substantial movements of wrists, hands, fingers.	<u>X</u>
Crouching – bending body forward by bending leg, spine.		Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	<u>X</u>
Feeling – perceiving attributes of objects by touch with skin, fingertips.		Standing – for sustained periods of time.	<u>X</u>
Fingering – picking, pinching, typing, working with fingers rather than hand.	<u>X</u>	Stooping – bending body downward, forward at waist, with full motion of lower extremities and back.	
Grasping – applying pressure to object with fingers, palm.	<u>X</u>	Talking 1 – expressing ideas by spoken word.	<u>X</u>
Handling – picking, holding, or working with whole hand.	<u>X</u>	Talking 2 – shouting to be heard above ambient noise.	
Hearing 1 – perceiving sounds at normal speaking levels, receive information.	<u>X</u>	Visual Acuity 1 – prepare, analyze data, transcribing, computer terminal, extensive reading.	<u>X</u>
Hearing 2 – receive detailed information, make discrimination in sound.	<u>X</u>	Visual Acuity 2 – color, depth perception, field of vision.	<u>X</u>
Kneeling – bending legs at knee to come to rest at knees.		Visual Acuity 3 – determine accuracy, neatness, observe facilities/structures.	<u>X</u>
Lifting – raising objects from lower to higher position, moving objects side to side, using upper extremities, back.		Visual Acuity 4 – operate motor vehicles/heavy equipment.	
Mental Acuity – ability to make rational decisions through sound logic, deductive reasoning.	<u>X</u>	Visual Acuity 5 – close acuity for inspection of small defects, machines, use measurement devices, or fabricate parts.	
Pulling – use upper extremities to exert force, haul or tug.		Walking – on foot to accomplish tasks, long distances, or site to site.	<u>X</u>

TYPE OF WORK

Work performed is primarily:

- Sedentary work*: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.
- Light work*: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.
- Medium work*: Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- Heavy work*: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
- Very heavy work*: Exerting in excess of 100 pounds of force occasionally and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects

WORK ENVIRONMENT

May be required to work hours other than the regular schedule including nights and weekends.

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in a job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in a job description.

St. Petersburg College has the right to revise a classification or job description at any time. This description does not represent in any way a contract of employment.