



Job Title: Marketing Specialist

CLASSIFICATION DESCRIPTION

Department: Marketing/Communications

Pay Grade: 106

FLSA Status: Non-exempt

Remote Work Eligible: No

JOB SUMMARY

This position is responsible for providing support to the back-end of the SPC Marketing digital storefront (SPC Marketplace) orders from various faculty, staff, and departments at the College. Duties include: working closely with others within the Department; offering internal training and support to Marketplace users; and processing bulk mailings and variable data jobs.

DISTINGUISHING CHARACTERISTICS

N/A.

ESSENTIAL JOB FUNCTIONS

- Completes custom and variable jobs submitted through the Marketplace using variable data software; escalates jobs to others as necessary.
- Supports and trains internal Marketplace customers.
- Processes bulk mail lists as per USPS direct mailing regulations.
- Processes budget chargebacks to various departments from the Print Shop budget in coordination with the Accounting Department.
- Obtains quotes from various vendors on all items purchased to ensure lowest price.
- Receives and enters customer jobs as needed,
- Cleans up mailing lists and generates reports needed for bulk mailing.
- Works with mailroom to ensure all steps required by Postal One are met.
- Prepares and maintains a variety of operational records and files; obtains and maintains quotes from vendors for jobs based on lowest price.
- Communicates regularly with the Marketing team and production staff to ensure they are updated regularly.
- Performs other duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Associate degree in a related field; two (2) 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.

Prepared: February 2023

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Proper use of the English language, grammar and punctuation;
- Recordkeeping principles;
- Training principles;
- Printing and direct mailing concepts;
- Variable data software;
- Digital StoreFront concepts; and
- Computers and other related software applications including Adobe InDesign (a plus).

Skills in:

- Planning;
- Managing time;
- Organizing;
- Project management;
- Proofreading;
- Print production; and
- Communication, interpersonal skills as applied to interaction with assigned staff, coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

Ability to:

- Follow-through;
- Learn new software tools;
- Assist stakeholders with projects via phone, email, and in-person;
- Prioritize work; and
- Find and correct problems as needed.

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.	
Crawling – moving about on hands, knees, or hands, feet.		Repetitive Motion – substantial movements of wrists, hands, fingers.	X
Crouching – bending body forward by bending leg, spine.		Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	X
Feeling – perceiving attributes of objects by touch with skin, fingertips.		Standing – for sustained periods of time.	

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.		Talking 1 – expressing ideas by spoken word.	<u>X</u>
Handling – picking, holding, or working with whole hand.		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.		Visual Acuity 2 – color, depth perception, field of vision.	
Kneeling – bending legs at knee to come to rest at knees.		Visual Acuity 3 – determine accuracy, neatness, observe facilities/structures.	
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.	

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, weekends, and holidays. Work may involve some travel.

This position requires regular and reliable attendance and the employee's physical presence at the workplace.

May be subjected to electrical currents, dusts, extreme temperatures, work space restrictions, and intense noises.

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.