

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: PART-TIME MARKETING ASSISTANT - SUICIDE PREVENTION PROGRAM
GRANT FUNDED (*Not to exceed 25 hours per week*)

PAY GRADE: C-8

OVERTIME STATUS: NON-EXEMPT

MAJOR RESPONSIBILITIES:

To perform marketing and public relations duties for the Campus Suicide Prevention Program; Initiative designed to increase suicide awareness and promote prevention education activities to College of Central Florida (CF) students, staff, faculty, and promote collaboration with local partner agencies.

At the College of Central Florida, our vision is "to be the first choice for quality higher education in our community." We aim to accomplish this by providing a caring and exceptional learning environment that fosters the success of our students and community. Candidates considering becoming part of the CF family must be able to embrace and model this philosophy in their day-to-day responsibilities and demonstrate our standards: professional, responsive, informative, dependable and engaged.

PREREQUISITES FOR POSITION (Qualification Standards):

1. Education or training: Associates degree required, Bachelor's degree preferred.
2. Years of experience in the field: At least two years of experience in the field of marketing, graphic design, public relations, advertising, or promotion with demonstrated experience implementing campaigns using digital and social media, video and print required.
3. Special Skills or abilities related to position: Demonstrated experience in print, web design, and e-communications using a variety of software; ability to create print and digital publications including fliers, forms, brochures, and rack cards; excellent organizational, written and verbal communication skills; and strong interpersonal skills.

ESSENTIAL JOB FUNCTIONS:

1. Work with Program and the CF Marketing and Public Relations Department staff to develop content for college-wide publications and other print projects.
2. Coordinate Program publications, print and visual materials.
3. Assist with the development of an advertising plan for the Project in collaboration with the Director of Marketing and Public Relations.

ESSENTIAL JOB FUNCTIONS: (Continued)

4. Develop public relations materials from concept to distribution, which includes creating designs, concepts, and sample layouts.
5. Assist in the development and implementation of an advertising plan for the Program in collaboration with the Director of Marketing and Public Relations.
6. Develop and implement evaluation tools to measure the effectiveness of digital, social media, video, and print advertising.
7. Must be able to work a flexible schedule.
8. Other duties as assigned by supervisor.

(These essential job functions are not to be construed as a complete statement of all duties performed)

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Acceptable eyesight (with or without correction)
- Acceptable hearing (with or without hearing aid)
- Ability to communicate both orally and in writing on a telephone and on a computer for extended periods of time.
- Routinely requires sitting at a desk and viewing a display screen for an extended period of time.
- Ability to access, input, and retrieve information from a computer or other electronic device.
- Routinely requires walking, standing, sitting, kneeling, stooping, reaching, twisting, and bending.

ENVIRONMENTAL CONDITIONS:

- Works in an office environment

(Reasonable accommodations will be made for otherwise qualified individuals with a disability)

PRIMARY LOCATION OF JOB: Ocala Campus

SUPERVISOR OF POSITION: Project Director, Campus Suicide Prevention Program