

# COLLEGE OF CENTRAL FLORIDA

## *JOB DESCRIPTION*

JOB TITLE: MARKETING, PUBLIC RELATIONS, GRAPHIC ARTS  
COORDINATOR (Part-Time)

PAY GRADE: P-9

OVERTIME STATUS: NON-EXEMPT

### MAJOR RESPONSIBILITY:

Responsible for coordinating and implementing a comprehensive marketing and public relations strategy that maximizes the use of digital and social media, video and print.

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: Associate degree required. Bachelor's degree preferred.
2. Years of experience in field: Two years of experience in the field of graphic design, advertising or public relations required with demonstrated experience in print, web design and e-communications using software such as Adobe Creative Suite, Microsoft Office Suite required.
3. Special skills or abilities related to position: Knowledge of printing and graphics, social media practices, web content writing and advertising markets. Excellent writing, proofreading and desktop publishing skills. Proficiency in working with Associated Press style. Ability to establish and maintain effective working relationships with the media, employees, volunteers, vendors and the public. Ability to handle multiple projects under deadline pressure. Portfolio and writing samples may be requested.

### ESSENTIAL JOB FUNCTIONS

1. Develop marketing and public relations materials from concept to distribution. This includes creating designs, concepts, and sample layouts

ESSENTIAL JOB FUNCTIONS (continued):

2. based on knowledge of layout principles and aesthetic design concepts; determining size and arrangement of illustrative material and copy, and selecting style and size of type. Using computer software to generate new images. Reviewing final layouts and make improvements as needed.
3. Take an active role in initiation, writing and editing of copy for feature articles, news releases and announcements.
4. Provide support for social media communications with current and potential students as well as the community.
5. Assist in coordination of internal communications, including plasma screens, broadcasts, Insider newsletter.
6. Assist in planning, implementing, staffing college and community events.
7. Provide proofreading services for college community using Associated Press and college style.
8. Work with vendors as appropriate.
9. Provide backup for CF Communications Center.
10. Other duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required.)

ESSENTIAL PHYSICAL SKILLS:

- Acceptable eyesight (with or without correction)
- Acceptable hearing (with or without hearing aid)
- Ability to communicate both orally and in writing
- Able to sit at a desk and view a display screen for extended periods of time
- Ability to access, input, and retrieve information from a computer or other electronic device
- Light (up to 15 pounds) lifting
- Walking
- Standing
- Sifting

ENVIRONMENTAL CONDITIONS:

- Works inside 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: Director of Marketing and Public Relations