

## COLLEGE OF CENTRAL FLORIDA

### JOB DESCRIPTION

JOB TITLE: GRAPHIC DESIGN, WEB AND PUBLIC RELATIONS  
COORDINATOR - OCALA

PAY GRADE: P-1

OVERTIME STATUS: NON-EXEMPT

#### MAJOR RESPONSIBILITY:

Responsible for coordinating and implementing a comprehensive advertising 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 "Your first choice for quality higher education." 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's degree required. Bachelor's degree preferred.
2. Years of experience in field: Two years' experience in the field of graphic design, advertising or public relations 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 software such as Adobe Creative Suite and Microsoft Office Suite required. Knowledge of social media practices, web content writing, advertising markets, printing and graphics. Excellent writing, proofreading and desktop publishing skills. 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. Graphics and writing samples required.

ESSENTIAL JOB FUNCTIONS:

1. Maintain the college's graphic presence.
2. Develop and implement an effective, ongoing internet and mobile based digital and social media campaign.
3. Develop and implement evaluation tools to measure the effectiveness of digital, social media, video and print advertising.
4. Align and track communications strategies with all aspects of the college.
5. Coordinate and edit college publications, print and visual materials.
6. Develop public relations materials from concept to distribution. This includes creating designs, concepts, and sample layouts based on knowledge of layout principles and esthetic 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. Review final layouts and make improvements as needed.
7. Develop and implement an advertising plan for college programs in collaboration with the director of Marketing and Public Relations.
8. Work with vendors as appropriate.
9. 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.)

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 accommodations 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 clearly 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 extended periods of time.
- Ability to access, input, and retrieve information from a computer or other electronic device.
- Routinely requires moderate (up to 40 pounds) lifting and carrying.
- Routinely requires walking, standing, sitting, kneeling, stooping, reaching up, twisting and bending.
- Ability to access file cabinets for filing and retrieval of data.

ENVIRONMENTAL CONDITIONS:

- Works inside in an office environment.

ENVIRONMENTAL CONDITIONS (CONTINUED):

(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