

# COLLEGE OF CENTRAL FLORIDA

## JOB DESCRIPTION

JOB TITLE:                   MARKETING AND PUBLIC RELATIONS SPECIALIST

PAY GRADE:                C-5

OVERTIME STATUS:   NON-EXEMPT

### MAJOR RESPONSIBILITY:

To provide administrative support and facilitate college marketing and public relations efforts.

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: Bachelor's degree in business, marketing, education or related field required.
2. Years of experience in field: Minimum of three years' experience in higher education, marketing or public relations required.
3. Special skills or abilities related to position: Evidence of computer skills, including word processing, spreadsheet, database, and data input, analysis and retrieval. Ability to keep complex records, assemble and organize data and meet deadlines. Excellent organizational, written and verbal communication skills. Strong interpersonal skills and ability to effectively communicate with a wide range of individuals. Knowledge and understanding of marketing and public relations.

### ESSENTIAL JOB FUNCTIONS:

1. Work as part of a high-functioning marketing team to research and develop content for college wide publications and other print projects.
2. Gather and track statistical data to measure the effectiveness of marketing strategies.
3. Assist in preparation of marketing reports.
4. Work closely with lead staff to assist in coordinating arrangements for college and civic meetings in conjunction with other departments at the college and museum.
5. Assist in the preparation, maintenance and monitoring of the department budget.
6. Maintain and process office staff payroll certification and personnel transactions such as access forms for new employees.

ESSENTIAL JOB FUNCTIONS (Continued):

7. Coordinate the creation and revision of print and digital publications including fliers, forms, brochures, rack cards, handbooks, business cards, name badges, etc.
8. Manage requests for marketing and public relations services, including tracking and dissemination of projects.
9. Order, maintain inventory and records of print materials, promotional items, loan displays, as well as materials and supplies for the department.
10. Facilitate messaging for electronic sign.
11. Maintain clippings of college media coverage and paid advertisements.
12. Participate directly in the work of the administrator such as interviewing visitors, securing details of specialized information, answering incoming calls and providing information regarding the services and operation of the unit.
13. Serve as backup staff to support the Communications Center.
14. Must be able to work a flexible schedule.
15. 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 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.

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: Director of Marketing and Public Relations

