

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2015**

ASSISTANT DIRECTOR OF MARKETING

FLSA STATUS: EXEMPT – PAY GRADE: 20 – P

GENERAL STATEMENT OF JOB

Under the direction and supervision of the departmental Director, the Assistant Director of Marketing provides strategic and creative direction to the College's marketing functions. The Assistant Director of Marketing supervises, plans and organizes the functions of the Communications and Marketing Managers and Graphic Designers and is responsible for the day-to-day operations in the absence of the Director. In collaboration with the departmental Director, the Assistant Director of Marketing is responsible for developing and implementing the College's marketing initiatives to support the branding efforts of the College to increase student enrollment, uphold a positive perception, and enhance the reputation of the College.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Manage the overall marketing and communications strategies of the College, participate in the development and management of collegewide marketing plan and program-specific plans; direct and oversee the College's marketing plans, policies, objectives, and initiatives.

Maintain a consistent College brand through high quality, accurate and current marketing and promotional materials;

Manage production of promotional literature, collateral and other materials to support recruitment programs and events; assist in content development for literature and materials so that programs are presented in an accurate and innovative manner; maintain inventory of literature and materials.

Recommend strategies and approaches for coordinating activities of other College departments and campuses to enhance communication, recruitment, retention, and engagement; coordinate with Student Services department to promote recruitment activities and assist in recruiting efforts.

Manage annual recruitment events and other special events including event budgets, direct mail, vendors, logistics and on-site staff; ensure appropriate and consistent visual representation of Florida State College at Jacksonville at events.

Maintain overall advertising schedule and ensure deadlines are met; oversee creation and production of advertising deliverables.

Assist in the development and implementation of program-specific marketing plans.

Serve as a contributing member of the marketing team focused on innovative and effective strategies for program marketing and student recruitment.

Assist the Director in effective management of the marketing budget.

Lead and represent the Marketing and Communications Department whenever the Director is unavailable.

Direct the planning and implementation of print advertising production, including print ad placement, direct mail, brochures, and flyers; oversee the design and production of the College's annual report, College calendar, and College Catalog.

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Manage the day-to-day planning and implementation of materials produced by graphic designers and other creative staff that optimally achieve the objectives of the marketing plans.

Collaborate and coordinate strategic enrollment management efforts with the Student Services department to create an annual recruitment and marketing plan that aligns with student analytics and research.

Performs other duties as assigned.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator.

SUPERVISION EXERCISED

Supervision is exercised over assigned staff.

MINIMUM QUALIFICATIONS

Bachelor's degree from an accredited institution supplemented by three (3) years of related experience.

PREFERRED QUALIFICATIONS

Bachelor's degree from an accredited institution in advertising, graphic design, marketing, communications, or business supplemented by five (5) years of related experience.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

Language Ability: Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

Numerical Aptitude: Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

Manual Dexterity: Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: May not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

Physical Communication: Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

Effective: 4/15