

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2026**

ASSISTANT DIRECTOR OF MARKETING

FLSA STATUS: EXEMPT – PAY GRADE: 20 – P

**JOB FAMILY: MARKETING/PUBLIC RELATIONS
JOB FUNCTION: COMMUNICATIONS**

GENERAL STATEMENT OF JOB

The Assistant Director of Marketing supports the development and execution of integrated marketing strategies to advance institutional priorities, enhance brand visibility, and engage key audiences. Depending upon assignment, this role may support academic, administrative, or affiliated areas, including advancement-related initiatives, through the application of strategic marketing practices.

This position may supervise marketing staff and/or student workers, manage cross-functional projects, and oversee the development of multi-channel marketing assets across a variety of initiatives, ensuring brand consistency while leveraging data-informed decision-making and stakeholder collaboration. This role applies marketing and communications expertise across a variety of institutional areas, supporting strategic engagement and communication goals.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES *(Depending upon assignment)*

Leads marketing strategy and cross-functional coordination by establishing strategic direction, aligning initiatives with organizational goals, and guiding departments in marketing approaches to support recruitment, retention, engagement and other institutional priorities, as applicable.

Ensures brand consistency across all communications and channels by establishing and enforcing College brand standards across marketing campaigns, materials, and stakeholder initiatives.

Manages production of marketing collateral and brand-aligned content by overseeing development, editing, and distribution of materials to effectively reach and influence target audiences.

Develops and executes integrated marketing and communications campaigns and plans by defining messaging, audience strategies, creative direction, timelines, and leading multi-channel implementation across digital, print, social media, and other platforms.

Analyzes marketing performance using key performance indicators, market research, and audience insights to inform strategic decision-making; leverages marketing technology platforms to support engagement tracking.

Represents the marketing function in institutional planning and stakeholder engagements by providing strategic input and guidance across departments and external partners, including internal and external audiences such as community partners, sponsors, or other stakeholders, as applicable.

Leads marketing support for major departmental and/or organizational initiatives and events by coordinating campaigns, materials, and logistics for large-scale projects.

Supervises staff; prioritizes and assigns work; conducts performance evaluations; ensures staff are trained; ensures that employees follow policies and procedures and makes hiring, termination, and disciplinary recommendations.

Supports communications functions and activities in support of students and other key stakeholder groups.

Performs other related duties, as required.

SUPERVISION RECEIVED

Supervision is received from the appropriate supervising administrator.

SUPERVISION EXERCISED

Supervision may be exercised over assigned staff and/or student assistants.

MINIMUM QUALIFICATIONS

Bachelor's degree from a regionally accredited institution and three (3) years of related experience.

PREFERRED QUALIFICATIONS

Bachelor's degree in advertising, graphic design, marketing, communications, or business from a regionally accredited institution and five (5) years of related experience in marketing, sales, email marketing, ticketing systems, and/or use of analytics to drive enrollment or sales.

**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

Revised: 10/19/22; 6/18/26