

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2000**

MARKETING COMMUNICATIONS MANAGER

FLSA STATUS: EXEMPT - PAY GRADE: 19 - C

GENERAL STATEMENT OF JOB

The Marketing Communications Manager manages and organizes the marketing communications operations, including television and radio production, media communications, web marketing, print advertising, and publications functions. An individual in this position maintains and manages agency relationships and specialty communications.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Coordinate and manage all aspects of media production from creative inception to the final product.

Develop and recommends media placement strategies.

Coordinate with a contracted agency to plan and implement television and radio production and related media placement.

Manage the day-to-day planning and implementation of print advertising production, including ad placement.

Manage the day-to-day planning and implementation of publications production, including design, copy, and photography.

Manage the day-to-day advertising, publications, public relations, and direct mail budgets.

Manage the installation and administration of a digital image management system.

Determine, track and provide specific trends that allow a more cost-effective means of advertising and promotion.

Manage outside vendors and the setup and operation of an on-demand system providing prospective and current students the ability to print and receive introductory program-of-study literature, class schedules, catalogs, fact books, etc. via Web interface.

Review, revise or edit, and approve communication projects prior to release for production, printing, or dissemination.

Create and maintain a schedule of communications projects, and monitor and control the projects to ensure deadlines are met.

Prepare bid specifications for publications, and coordinate with purchasing for selection of vendors, preparation of contracts, and preparation of documentation for Board approval when necessary.

Coordinate with College officials and outside agencies to plan and implement marketing communications projects.

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Coordinate personal services contracts for writers and designers, as required.

Develop and maintain quality standards for marketing communications, including guidelines for usage of the Florida Community College at Jacksonville logo.

In concert with the Director, provides guidance and advice to motivate and optimize the performance of assigned staff and to provide for their professional development.

Evaluate employee performance.

Performs other related duties as assigned.

SUPERVISION RECEIVED

Supervision is received from the Director of Marketing and Communications.

SUPERVISION EXERCISED

Supervision is exercised over assigned staff.

MINIMUM QUALIFICATIONS

Requires a bachelor's degree in a related field from an accredited institution supplemented by a minimum of three (3) 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.

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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: 10/00

Revised: 3/07