Job Title: Assistant Director of Marketing and Communications

Department: Office of Marketing and Communications

Supervisor or Manager: Director of Marketing

Date Created: 02/26/2008  Last Revised: 02/26/2008  FLSA Status: Exempt

It is the mission of Saint Michael’s College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives:
• Fulfilling assigned marketing projects pertinent to established goals

Essential Duties and Responsibilities:
• Develops certain in-house publications, including design and content, to conform to quality graphic identity standards
• Develops Web site pages and interactive online content, including design and content, utilizing Web content management system
• Develops and executes marketing plans for independent programs and events
• Develops content for Saint Michael’s presence in various third-party materials, such as guidebooks, college search sites and social networking sites
• Maintains photo library database
• Fulfills requests for photos/logos
• Executes daily updates to college Web site, including news and event listings
• Write Class Notes for quarterly Saint Michael’s Magazine
• Manages Marketing office
• Supervises small team of work-study students
• Provides administrative support to the Marketing team
• Completes other projects as assigned to support marketing team objectives

Secondary Responsibilities:
• None

Positions Supervised:
• Work-study students (5-6)

Major Contacts:
• Marketing staff
• Campus-wide community
• External communications vendors
• General public

Demonstrates Excellence:
• Clear, highly professional communication skills
• Superior multi-tasking abilities with a sharp eye for prioritizing
• Consistently executes an unblemished delivery of whichever objective is at hand

Education and Work Experience:
• Bachelor’s degree or equivalent combination of education and experience plus 2-3 years experience in a marketing/communications function
Analytic Skills:
- The ability to recognize several likely causes of events, analyze relationships among several parts of a problem or situation, and then formulate a multi-step response.

Language and Literacy Skills:
- Reads and interprets documents such as operating instructions, procedure manuals, and College policies to guide own behavior. May need to spend substantial time on the telephone or in meetings to gather necessary information and plan projects. May need to respond to questions and solve problems for people using communications skills. Has the demonstrated ability to prepare or revise written reports or other documents.

Computer/Technology Skills:

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<th>None</th>
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Licenses, Certifications and Other Requirements:
- None required

Physical Demands:
Work is often performed in a typical office environment requiring:
- Sitting in a normal seated position for extended periods of time
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range
- No or very limited physical effort
- No or very limited exposure to physical risk

While performing the duties of Assistant Director of Marketing, the employee must occasionally lift and/or move up to 10 pounds.

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 a disability to perform the essential functions.

Additional Requirements for the Job:
- None

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.