Job Title: Marketing Communications Manager

Department: Marketing and Communications

Supervisor or Manager: Director of Marketing and Communications

Date Created: 6/24/2014  Last Revised: 6/24/14  FLSA Status: E

Our Mission: 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:
• Develop, coordinate and produce integrated marketing and communication collateral, including design and content that support the mission, vision, strategic priorities and the brand of the College
• Coordinate and develop integrated marketing communication plans for independent units and program
• Responsible for the project management and intake for all project requests, and in collaboration with the director and other College team leads, for prioritizing and keeping track of projects
• Serve as a communications liaison, communicating with clients across the campus and proactively meeting with clients to assess their needs and schedule their work
• Collaborate with graphic designers, web designers, photographers, writers and printers in designing, drafting and producing branded marketing materials

Essential Duties and Responsibilities:
• Lead unit level marketing and communications that target external and internal audiences, and enhance the reputation and brand of the College
• Serve as the liaison and provide marketing and communications support, counsel, coordination and promotion for units and programs
• Assist in the development of integrated marketing and communication plans
• Designs and edits printed pieces to conform to brand identity
• Maintains College online/print/special event/marketing and advertising production list
• Coordinates photo shoots for publications
• Ensures that College collateral conform to the College’s Communication Style Guide and branding
• Researches options to keep the College’s print and electronic collateral at a high quality while staying within budget

Secondary Responsibilities:
• Answers questions regarding grammar, marketing, communication, and branding
• Attends campus events, especially commencement, convocations, major lectures, alumni events and others to provide departmental support and gathering information for the College’s collateral
• Serves on campus committees to help ensure proper understanding and use of the College brand and message

Positions Supervised:
• Student Interns

Major Contacts:
Director of Marketing and Communications staff
Marketing and Communications staff
Vice President for Enrollment Management
President and staff
VP for Institutional Advancement and Alumni Relations
Institutional Advancement
Graduate Programs

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Saint Michael's College
Job Description
Job Title: Marketing Communications Manager
Faculty, staff, and students
Graphic designers, photographers, printers

**Demonstrates Excellence:**
Knowledge and experience with basic word processing software, such as Microsoft Word, and design and graphics software, such as Creative Suite
Excellent written and verbal communications skills
Graphic design skills
Developing and producing electronic and print communications
The ability to prepare materials for a variety of targeted and general audiences
Experience with social media platforms, such as Facebook, Twitter and YouTube

**Education and Work Experience:**
Bachelor's degree in Marketing, Communications, or related field. Three to five years of relevant experience.

**Computer/Technology Skills:**

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<th>Working Knowledge</th>
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**Licenses, Certifications and Other Requirements:**
Not Applicable

**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

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:
Will be required to work some evenings and weekends.

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.