

Draft Classification Standards – Rev. 03/29/2024
Marketing Communications Professional Series

Class Title	Class Code	Issue Date	FLSA
<i>Marketing Communications Professional I</i>	XXXX	XXXX	<i>Non-Exempt</i>
<i>Marketing Communications Professional II</i>	XXXX	XXXX	<i>Exempt*</i>
<i>Marketing Communications Professional III</i>	XXXX	XXXX	<i>Exempt*</i>
<i>Marketing Communications Professional IV</i>	XXXX	XXXX	<i>Exempt*</i>

OVERVIEW:

Positions classified within the Marketing Communications Professional series are directly responsible for promoting and developing the university's brand, coordinating marketing campaigns and events, managing various communication channels, coordinating public affairs, media, and community relations, as well as, fostering effective communication between the university and its students, employees, alumni, and the public. Incumbents are responsible for developing and maintaining relationships with relevant internal and external constituents to ensure that the public receives relevant, timely, and positive information about the university and its programs. They are responsible for establishing a compelling brand for the university to ensure its competitive advantage. Positions oversee in-bound and outbound communications, marketing communications and the development, production, and dissemination of marketing and communications collateral to internal and external constituents. Marketing communications professionals execute marketing initiatives and measure their effectiveness, contributing to the overall success of the university's enrollment marketing, and communications goals.

Positions are assigned to classifications within the series based on the scope and complexity of marketing professional activities; degree of independence and judgement; experience, knowledge, skill, and ability required; degree of planning, analysis, and execution required by the position; impact and risk to the university; and nature of supervision received.

Positions perform tasks that may include, but are not limited to, developing, researching, writing, editing, branding, and/or publishing marketing materials and strategic communications. Higher levels within the series build upon and include the knowledge and skill requirements and work assignments of lower levels.

Marketing Communications Professional I – Entry-level professional who applies basic professional concepts to resolve problems of limited technical scope and complexity. Normally operates under detailed guidelines and work is often reviewed for accuracy. Assignments may be routine in nature and involve performing various duties related to executing university strategies. Follows standard practices and procedures. Conducts analysis of alternative options and situations utilizing data from which answers can be readily obtained. Routinely engages various stakeholders to create and implement campaigns across various communication channels.

Marketing Communications Professional II – Professional who applies acquired job skills, policies, and procedures to complete significant assignments, projects, and tasks of moderate technical scope and complexity. Draws from prior experience and knowledge of marketing and communications principles and concepts to exercise judgment while

* This classification as outlined in this document meets the duties test of the Administrative Exemption. An employee's actual exemption status may differ based on salary rate and actual duties performed.

designing, editing, and preparing deliverables. Ensures compliance with university communication and marketing standards, protocols, guidelines, and operating procedures. Provides input for new programs and procedures. Works with stakeholders to ensure proper implementation of programs by providing significant explanation or interpretation.

Marketing Communications Professional III – Professional who applies advanced job skills, in-depth organizational and stakeholder acumen, and project management skills to complete substantive assignments, projects, and related work of significant technical scope and complexity. Exercises advanced discernment and in-depth knowledge of marketing and communications best practices, university guidelines, and standard operating procedures to determine appropriate action. May require the development of new approaches, techniques and innovation to address issues. Works with stakeholders to ensure proper implementation of programs by utilizing persuasion.

Marketing Communications Professional IV – Technical leader with a high degree of knowledge in the field and recognized expertise in specific disciplines. Problem-solving frequently requires analysis of unique issues or problems without precedent and/or structure and new approaches, methods, techniques, or innovation. Responsible and accountable for development, implementation, and maintenance of programs. In collaboration with management, formulates strategies and campaigns and administers policies, processes, and resources.

TYPICAL PROGRAMS, ACTIVITIES, AND CORE FUNCTIONS/DISCIPLINES (*May include but are not limited to*):

- ***Marketing Communications Strategy*** – Develops and executes comprehensive marketing and communications strategies to promote the university's programs, initiatives, image, and events. Conducts market research and analysis to identify target audiences, effective techniques and approaches, trends, and opportunities. Identifies the needs and interests of various constituent groups. Collaborates with internal departments to align marketing efforts with organizational goals.
- ***Content Creation*** – Collaborates with university departments and subject matter experts to gather information and create content that effectively communicates key messages and engages target audiences. Ensures content is accurate, consistent, and aligned with the university's brand guidelines and communication strategies. Develops and produces compelling written and visual content for various communication channels including websites, social media platforms, newsletters, press releases, and marketing materials. Writes, edits, and proofreads copy to produce standard print or electronically based communications for targeted internal and external audiences; collaborating with graphic designers, photographers, and others on the theme, design and content of print, electronic and web-based publications to maximize impact. Participates in the ongoing management of the campus websites. Develops, researches, and positions stories including conducting interviews and creating story content and layout.
- ***Event Coordination*** – Plans, coordinates, and executes university marketing events. Collaborates with internal and external stakeholders to ensure successful event

execution. Develops event marketing materials and promotional strategies to maximize attendance and engagement.

- *Brand Management* – Maintains and enhances the university's brand identity and reputation. Ensures consistent messaging and branding across all marketing and communication channels and materials. Develops and enforces brand guidelines to maintain brand integrity.
- *Media Relations and Strategic Communications* – Promotes and publicizes institutional activities and programs to the media. Develops and provides strategic communication guidance, briefs and talking points for university leadership, and crisis communications plans in alignment with the university's media strategy, policies, and processes. Capitalizes on media opportunities by identifying potentially newsworthy topics and determines strategic placement of information in the media. Prepares and disseminates information and news stories to the media. Coordinates media relations for trade shows and other events. Acts as a university representative and/or spokesperson for media contacts and cultivates media relationships. Advises faculty and staff on media interviews and sets up speakers' bureaus.
- *Public Affairs* – Coordinating the public affairs program on the campus; advising university management and faculty on public affairs policies; writing public service announcements and press releases; drafting speeches and talking points; assessing the public relations impact of campus events and activities; establishing and implementing public information systems; serving as an internal liaison for programs such as alumni affairs and parent organizations; and coordinating or participating in key public events including those related to fund-raising and development.
- *Social Media and Digital Marketing* – Maintains the university's social media accounts, including content creation, scheduling, monitoring, and engagement with followers. Develops and implements paid or organic digital marketing campaigns to promote enrollment, retention, programs, events, and initiatives. Monitors social media trends and analytics to optimize content performance and engagement. Assist campus departments with their social media messages.
- *Analytics and Reporting* – Monitors and analyzes marketing and communication metrics, such as website traffic, social media engagement, email open rates, digital marketing, and event attendance. Generates reports and provides insights to measure the effectiveness of campaigns and make data-driven recommendations for improvement.

MARKETING COMMUNICATIONS PROFESSIONAL I

Under direct supervision, performs entry-level professional duties by utilizing basic concepts within the marketing and/or communications disciplines. Assists more advanced professionals. Performs less complex assignments following detailed and established procedures. Assignments are related to preparing and editing communication pieces, public affairs, media relations, marketing, and related research. The focus of the work is on implementing communication and related plans using pre-established concepts and specifications. Work is regularly reviewed for understanding of professional concepts and compliance with policies and procedures.

Work assignments typically include some or all of the following:

- ◆ Contributes to the development of strategies to support the university's goals and objectives by collecting and analyzing data and completing research related to marketing initiatives.
- ◆ Drafts engaging communications, marketing, and branding content for various communication channels, including press releases, newsletters, website, e-mails, social media, and internal communications.
- ◆ Creates and edits marketing collateral, including but not limited to brochures, flyers, posters, and graphics.
- ◆ Supports the management of media relations activities, including editing press releases, coordinating media interviews, and monitoring media coverage.
- ◆ Coordinates and supports events, such as commencement ceremonies, public lectures, college fairs, open houses, campus tours, and conferences.
- ◆ Coordinates with a variety of campus partners and vendors to purchase printing, promotional items and event orders and ensure they are delivered and paid in a timely manner.
- ◆ Reviews documents to ensure consistency of branded presentations across programs and departments.
- ◆ Engages and communicates with key stakeholders, including alumni, donors, and community partners to coordinate marketing events and activities.
- ◆ Stays current with industry trends and best practices in marketing, brand management, communications, and/or public relations.

MINIMUM QUALIFICATIONS:

Knowledge and Skill:

- ◆ General knowledge of marketing, branding, and/ or communications, and/ or public relations.
- ◆ General knowledge of applicable copyright and other laws pertaining to written materials, news media and confidentiality.
- ◆ Ability to appropriately handle sensitive and confidential information.
- ◆ General knowledge and understanding of media outlets including print, television, and radio. Ability to work with the media for the coverage of events.
- ◆ Skill in following guidelines and providing input and feedback.
- ◆ Strong communication and interpersonal skills to work effectively in a diverse environment.
- Ability to analyze information and data and use reasoning to summarize into clear and succinct statements.
- Ability to work independently and as part of a team and build relationships with diverse stakeholders.
- ◆ Flexibility to adapt to changing priorities and deadlines.
- ◆ Organizational skills to plan, organize, and prioritize work.
- ◆ Computer skills to appropriately use technology and relevant software packages as required.

Experience and Education:

Equivalent to a bachelor's degree in a related field. Relevant education and/or experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis.

MARKETING COMMUNICATIONS PROFESSIONAL II

Under general supervision, creates engaging content and develops and implements marketing campaigns, communication plans, and initiatives. Work is reviewed for soundness of technical judgment. Applies professional level knowledge of the marketing and/or communications fields, including working knowledge of a specialty area. Collaborates with various stakeholders to enhance the university's brand image, promote programs and achievements, and engage with internal and external audiences. Works independently on most day-to-day assignments with general supervision on new assignments or projects to ensure alignment with objectives. Handles multiple work priorities and is accountable for own work results.

In addition to duties performed by the Marketing Professional I, the Marketing Communications Professional II typically performs the following duties:

- ◆ Collaborates with departments, faculty, and staff to identify marketing and communication needs and develop targeted messaging, marketing campaigns, or materials.
- ◆ Independently creates engaging content for various communication channels, including press releases, newsletters, website, social media, and internal communications.
- ◆ Analyzes marketing and media trends and public perception to identify opportunities and develop mitigation strategies to address potential risks.
- ◆ Supports media relations activities, including coordinating media interviews and monitoring media coverage.
- ◆ Frequently engages with key internal management, faculty, and staff and external stakeholders, including alumni, donors, and community partners to collaborate on campaigns and initiatives.
- ◆ Collaborates with brand management, graphic designers, photographers, and videographers to create visually appealing and impactful marketing materials.
- ◆ Coordinates with print vendors, promotional item vendors, graphic designers, and other services to oversee project production, revisions, licensing, and brand compliance.
- ◆ Conducts and coordinates market research efforts for brand/marketing materials and campaigns including surveys, focus groups, and interviews.
- ◆ Provides recommendations for ongoing improvement based on review of best practices and trends in marketing, digital media, brand management, and communications.
- ◆ Maintains and updates the university's website, ensuring content accuracy, relevance, and compliance with brand guidelines.
- ◆ Provides input and recommends improvements to strategies, policies, and processes to support the university's goals and objectives.
- ◆ Provides lead work direction and training to university staff, student employees, and volunteers.

MINIMUM QUALIFICATIONS:

In addition to Marketing Communications Professional I knowledge and skill requirements, work assignments typically require:

- ◆ Working skills and knowledge of marketing, communications, public relations, branding, and/or related disciplines.
- ◆ Working knowledge of protocols and institutional etiquette related to public and media relations.

- ◆ Working knowledge of copyright and other applicable laws pertaining to publications and the media.
- ◆ Skilled in developing and implementing marketing and/or communications strategies and campaigns.
- ◆ Strong project planning and organizational skills to plan, organize, and manage multiple marketing projects.
- ◆ Strong composition and editing skills to quickly produce clear and concise standard documents for internal and external publication.
- ◆ Strong communication and interpersonal skills to create and deliver marketing initiatives and campaigns.
- ◆ Ability to provide lead work direction and training to others.
- ◆ Proficiency in using communication and marketing software and tools.

Experience and Education:

Equivalent to a bachelor's degree in a related field and two years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.

MARKETING COMMUNICATIONS PROFESSIONAL III

Works independently under general supervision, performs advanced work by exercising significant authority for most marketing and communications projects and responsibilities. Projects involve the execution of public affairs, media relations, publications, and marketing programs. The work is more complex, broader in scope and has significant impact on the success of the project or program. Applies professional knowledge or expertise in one or more specialty area, including developing and implementing strategic marketing and/or communication plans and initiatives. Work is focused on ensuring alignment with overall objectives. Demonstrates advanced discernment in selecting methods and techniques for obtaining solutions. Often accountable for smaller programs/projects or a major portion of a larger program/project. Oversees complex projects and initiatives to promote the university's brand image and reputation. In collaboration with management, assesses, formulates, and evaluates marketing programs, processes, and procedures. Decision-making is based on marketing and communication best practices, standards, and guidelines; university policy; and overall marketing strategies and goals. The work involves daily contact with university management, members of the media, and other key constituencies. Conducts media outreach to build relationships and university credibility with the media. Handles multiple work priorities and may provide lead work direction with accountability for results.

In addition to duties performed by the Marketing Communications Professional II, the Marketing Communications Professional III typically performs the following duties:

- ◆ Develops, implements, and manages comprehensive marketing and/or communications, campaigns, programs, and procedures aligned with the university vision and mission.
- ◆ Builds and maintains strategic partnerships with key stakeholders, including alumni, donors, community partners, and university departments.
- ◆ Provides lead work direction and mentoring to university staff.
- ◆ Collaborates with faculty, administration, and staff to ensure consistent and effective marketing and communication across all channels.

- ◆ Under the direction of management, oversees the creation and dissemination of engaging content for various communication channels, including press releases, newsletters, website, social media, and internal communications.
- ◆ Supports media relations activities such as growing and developing strong media partnerships and coordinating media press conferences.
- ◆ May develop and implement crisis communication plans, ensuring the university is prepared to effectively respond to and manage communication during emergencies or sensitive situations. Stays up to date on crisis management best practices.
- ◆ Utilizes media trends, public perception, and social media conversations as well as internal surveys and monitoring methods to develop strategies.
- ◆ Partners with management and senior leadership to develop key strategies, branding, messages, talking point initiatives, events, and announcements.
- ◆ Performs a broad spectrum of work. Designs new and recommends improvements to processes, procedures, and protocols.

MINIMUM QUALIFICATIONS:

In addition to Marketing Communications Professional II knowledge and skill requirements, work assignments typically require:

- ◆ Thorough and advanced knowledge and understanding of marketing, branding, communications, public relations, and related roles.
- ◆ Thorough knowledge of and ability to effectively use media outlets including planning media coverage and media publicity campaigns for the university and events.
- ◆ Demonstrated ability to keep abreast of campus events and subject matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the university and increase positive media coverage.
- ◆ Demonstrates competence in independently applying advanced judgment to create and implement strategies and initiatives.
- ◆ Proven experience in developing and implementing strategies and campaigns, with a record of accomplishment of achieving measurable results.
- ◆ Advanced analytical and organizational skills to organize, prioritize and manage the successful completion of initiatives and projects within time and budget constraints.
- ◆ Ability to analyze and select pertinent facts and integrate them into communication vehicles.
- ◆ Strong story development and journalistic writing skills, as well as advanced editorial skills.
- ◆ Knowledge of interview techniques and the ability to define and deliver media messages.
- ◆ Working knowledge of marketing and research techniques and methods. Ability to apply market research to identify communication needs and target audiences.
- ◆ Ability to apply appropriate statistical techniques and methods to research.
- ◆ Advanced public and internal relations skills to effectively represent the university, engage and collaborate with internal stakeholders, and manage and/or negotiate vendor partnerships.
- ◆ Advanced communication and interpersonal skills to build and foster strong relationships and drive change initiatives.
- ◆ Advanced skill in mentoring or overseeing the work of others.
- ◆ Advanced skill to appropriately use technology and relevant event planning and management tools.

Experience and Education:

Equivalent to a bachelor's degree in a related field and four years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.

MARKETING COMMUNICATIONS PROFESSIONAL IV

Working independently with minimal supervision, serves a more strategic role in developing communication, marketing, and public affairs plans to support long-term objectives and to increase the visibility of the university. Incumbents may be responsible for coordinating the daily operation of public affairs, alumni affairs, or related programs. Focus of work is on marketing and positioning the university to meet strategic and long-term objectives. Performs highly complex marketing and/or communications work that requires visioning, strategizing, networking, and persuasion. Uses expertise to provide expert advice and guidance across the university. Problems are highly complex and may require the creation of new, unprecedented procedures to address issues. Serves as a technical expert and collaborates with management in the development and implementation of new strategies, programs, processes, and practices. Decision-making often requires integration and interpretation of organizational policies and protocols, professional best practice, assessment of financial and organizational impact, and persuasion and negotiation with senior management. Work is performed without appreciable direction and often requires a high degree of persuasion and leadership. Incumbents have the highest level of contact with university management and the media and respond to immediate requests when the department head is not available. Functions with a high degree of autonomy.

In addition to duties performed by the Marketing Communications Professional III, the Marketing Communications Professional IV typically performs the following duties:

- ◆ Often responsible for developing and implementing complex and multi-year marketing campaigns to communicate large scale projects or initiatives at the university.
- ◆ Develops and implements crisis communication plans, ensuring the university is prepared to effectively manage communication during emergencies or sensitive situations.
- ◆ Collaborates with management and senior leadership to develop key strategies and initiatives.
- ◆ Oversees and ensures compliance with university brand identity and marketing standards across the university.
- ◆ Uses appreciable ingenuity to conceive of communication strategies and develop communication concepts, ideas, and campaigns.
- ◆ Serves as a prime contact for internal and external constituents and handles more sensitive and complex media contacts.
- ◆ Provides strategic advice and contributes to the university's communications, marketing, and branding protocols, ensuring alignment with industry standards.
- ◆ Leads strategic marketing and communications projects and initiatives of significant scope and impact on the university.
- ◆ Under the guidance of management, oversees process improvement efforts, often developing new strategic approaches. Designs new and recommends improvements to standards, processes, and procedures.
- ◆ Often serves as official spokesperson in absence of department head.

MINIMUM QUALIFICATIONS:

In addition to Marketing Communications Professional III knowledge and skill requirements, work assignments typically require:

- ◆ Expert knowledge and understanding of marketing, branding, communications, public relations, or related roles.
- ◆ Expert skill to effectively represent the organization to the media relations through deep understanding of the media landscape and has established relationships with journalists and media outlets.
- ◆ Expert knowledge and skill in applying and interpreting applicable standards, guidelines and, as appropriate, recommend organization policy.
- ◆ Expert knowledge of appropriate use of statistical techniques.
- ◆ Expert analytical and organizational skills to organize, prioritize and manage the successful completion of large, complex, and strategic marketing campaigns and communications plans within budget and time constraints.
- ◆ Demonstrated ability to market story concepts to university officials and media outlets.
- ◆ Ability to use market research to enhance the impact of communication strategies and campaigns.
- ◆ Expert communication, public, and internal relations skills to effectively represent the university and impact diverse constituencies, oversee the development of effective and compelling materials for diverse audiences and platforms and engage and collaborate with internal stakeholders and university leadership.

Experience and Education:

Equivalent to a bachelor's degree in a related field and five years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.