



Position Title: Marketing & Advertising Manager
Reports To: Director, Office of College Communication
Department: Office of College Communication
Prepared By/Date: Carol Flynn/01-2006
Approved By/Date: Juan Medieta/02-2006
Revised: Jennifer C. Brito/4-29-09

Job Code: 0703
Job Group: PEC
Salary Grade: 16
FLSA Status: Exempt

Summary:

The Marketing and Advertising Manager establishes marketing strategies that advance organizational objectives and leads all marketing and advertising activities for the College.

Essential Duties and Responsibilities:

- Develops and implements marketing plans and strategies that advance organizational objectives and ensures that the College message is reaching the appropriate target audiences.
- Formulate long-range plans for marketing programs and materials such as advertising and event sponsorship.
- Determines appropriate seasonal advertising campaigns for the College.
- Maintains liaison with external advertising managers and related persons to coordinate the planning and reservation of advertising space in a variety of mediums such as newspapers, magazines, and scholarly periodicals.
- Manages market branding and market position.
- Collects and analyzes data, evaluates customer research, market conditions, competitor data, and advertising trends, implements a marketing agenda for the College.
- Plans and manages sales and marketing resources according to agreed budgets.
- Supervises Production Assistant and Media Buyer.
- Advises the Director for Marketing and Publications on advertising and marketing production strategies and innovation, provides tactical support for strategic initiatives.
- Develops and maintains professional contacts and affiliations with media, production, and related external resources to complete projects effectively.
- Prepares budgetary recommendations, monitors, verifies, and reconciles expenditure of budgeted funds.
- Consults with internal and external clients regarding projects to identify needs, objectives and design approaches, develops schedules and budgets as required for each project.
- Negotiates optimal ad placement and value for the institution.
- Performs other duties as assigned.

Knowledge, Skills and Abilities:

- Knowledge and understanding of College organization, goals, and objectives, and policies and procedures.
- Knowledge and proficiency in desktop publishing, Microsoft Office Suite and Mac applications.
- Knowledge of current technological developments/trends in area of expertise.
- Excellent organizational and communication skills.
- Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from top management,

- groups of managers, clients, customers, and the general public.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
 - Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
 - Ability to carry out supervisory responsibilities in accordance with the College's policies and applicable laws, including interviewing, hiring, and training employees, planning, assigning, and directing work, appraising performance, rewarding and disciplining employees, addressing complaints and resolving problems.
 - Ability to work with user communities of diverse backgrounds and skill levels.
 - Multi-tasking-keeping track of deadlines, prioritizing, leading teams to meet deadlines, establishing time-lines and due dates.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the noise level in the work environment is usually quiet.

Physical Demands:

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 disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand and reach with hands and arms. The employee is regularly required to use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The employee is occasionally required to walk and sit.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Essential Personnel:

Non-essential

Minimum Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Bachelor's degree (BA or BS) from an accredited college/university in a related field of study such as Marketing, Advertising, Journalism, or Public Relations and seven (7) years of directly related marketing and advertising experience.

ACKNOWLEDGEMENT

I have read and acknowledge receipt of a copy of my job description.

Signature

Date

Printed Name