

JOB INFORMATION

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| Job Code | OC36 |
| Job Description Title | Communications Manager, Ctrl |
| Pay Grade | MC11 |
| Range Minimum | \$65,340 |
| 33rd % | \$80,590 |
| Range Midpoint | \$88,210 |
| 67th % | \$95,830 |
| Range Maximum | \$111,080 |
| Exemption Status | Exempt |
| Approved Date: | 1/1/1900 12:00:00 AM |
| Legacy Date Last Edited | 9/15/2023 |

JOB FAMILY AND FUNCTION

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|---------------|---|
| Job Family: | Marketing, Communications, & Multimedia |
| Job Function: | Communications Strategy |

JOB SUMMARY

Under general supervision reporting to the Creative Director, the Communications Manager, Central serves as a project manager providing communication and marketing services at the university level, as well as for assigned units within the Office of Communications and Marketing.

RESPONSIBILITIES

- Manages creative communications projects from intake to delivery. Responsible for understanding the needs of each project, establishing production schedules and deadlines, overseeing work carried out by external vendors, prioritizing delivery dates and effectively communicating during each phase.
- Advises, collaborates, and consults with central administration, faculty, staff, external entities, and creative teams including designers, photographers, videographers, writers/editors, and printers concerning projects and expected deliverables.
- Works closely with the senior communications manager to ensure communications are on-brand, align with strategic objectives, and are coordinated across a variety of mediums, such as publications, print and digital ads, brochures, posters, signage, newsletters, websites, videos, social media, presentations, development/fundraising materials, and broadcast media.
- Ensures expertise and maintains up-to-date training in the creative team's project management software programs, as well as training others as needed to ensure proper execution and tracking of all projects.
- Performs other related duties as assigned.

SUPERVISORY RESPONSIBILITIES

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| Supervisory Responsibility | May supervise employees but supervision is not the main focus of the job. |
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MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

| Education Level | Focus of Education | | Years of Experience | Focus of Experience | |
|-------------------|--|-----|---------------------|--|--|
| Bachelor's Degree | Degree in Journalism, Communications, Marketing, Business, or related field. | And | 5 years of | Experience in marketing and communications services. | |

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

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|--|--|
| Knowledge of various marketing and communication theories, concepts, techniques, mediums and strategies. | |
| Ability to write for various audiences and in various formats. | |
| Strong interpersonal skills to work effectively with contacts across campus. Knowledge of core marketing principles, strategies, and best practices as well as marketing and communications mediums. | |
| Ability to synthesize, clearly articulate, and effectively convey information to a variety of stakeholders. | |
| Skills in strong communication and writing with the ability to develop impactful communications under deadlines. | |
| Ability to work in a fast-paced environment under tight deadlines. | |
| Knowledge of branding and driving consistency across all communications platforms. | |
| Excellent technological skills to include workflow and digital asset management systems. | |
| Excellent creative skills with the ability to conceive innovative ideas and lead design teams through execution of those ideas. | |

MINIMUM LICENSES & CERTIFICATIONS

| Licenses/Certifications | Licenses/Certification Details | Time Frame | Required/Desired | |
|-------------------------|--------------------------------|------------|------------------|--|
| None Required. | | | | |

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category: Other

PHYSICAL DEMANDS

| Physical Demand | Never | Rarely | Occasionally | Frequently | Constantly | Weight |
|-------------------------------|-------|--------|--------------|------------|------------|-----------------|
| Standing | | | X | | | |
| Walking | | | X | | | |
| Sitting | | | | X | | |
| Lifting | | | X | | | Up to 50 pounds |
| Climbing | | | X | | | |
| Stooping/ Kneeling/ Crouching | | | X | | | |
| Reaching | | | X | | | |
| Talking | | | | X | | |
| Hearing | | | | X | | |
| Repetitive Motions | | | | X | | |
| Eye/Hand/Foot Coordination | | | | X | | |

WORKING ENVIRONMENT

| Working Condition | Never | Rarely | Occasionally | Frequently | Constantly |
|------------------------|-------|--------|--------------|------------|------------|
| Extreme cold | | | X | | |
| Extreme heat | | | X | | |
| Humidity | | | X | | |
| Wet | | | X | | |
| Noise | | | X | | |
| Hazards | | | X | | |
| Temperature Change | | | X | | |
| Atmospheric Conditions | | | X | | |
| Vibration | | | X | | |

Vision Requirements:

Ability to see information in print and/or electronically and distinguish colors.