

Seward County Community College
Structured Compensation - Job Description
Marketing Assistant

Data Year: 2017

Prepared On: 11/10/2017

Department:	Marketing and Public Relations	Grade:	8
Reports To:	Executive of Marketing & Public Info	Classification:	Non-Exempt
Supervises Direct:	0	Supervises Indirect:	2
Approved By:	R Coleman, Dr K Trzaska	Effective Date:	07/01/2016
		Revised Date:	06/27/2016

Role:

Marketing Assistant works closely with supervisor and work-study/ journalism students in the day-to-day operational activities of the college's advertising, marketing, and communications initiatives for instructional programs and admissions, with a special focus on digital content. The assistant must be a capable writer, photographer and videographer, adept with social media in order to meet the pertinent college's marketing goals.

Essential Functions & Responsibilities:

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|---|-----|---|
| E | 20% | Develops and coordinates marketing strategies to promote individual programs in various media. |
| E | 20% | Coordinates, create, and oversee marketing material for admissions in print and digital form. |
| E | 15% | Through staged, spontaneous and planned reporting, create dynamic video content for the college's online and mobile platforms. |
| E | 15% | Create and monitor content for college's social media channels, existing and developing. |
| E | 10% | Collate and update college events for website posting and distribution via other media outlets. |
| E | 10% | Provide clerical support for the marketing office including billing, invoice, and purchase order processes. |
| E | 5% | Assist with printing and distribution of on-campus paper supplies. Assist with tracking inventory. Assist with orders of promotional items. Help train team members across campus to adhering to brand standards. |
| E | 5% | Other duties as assigned by supervisor. |

Performance Measurements:

1. Meet with vice-presidents and division chairs twice per semester to identify marketing needs, strengths, and publicity opportunities.
2. Generate fresh content for division-specific advertising in radio, television, print, and digital media each semester.
3. Meet with VP of Student Services and Director of Admissions to identify marketing needs and opportunities.
4. Maintain a running inventory of program and admissions marketing promotional materials and replenish listed items as needed.

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5. Schedule a weekly video content "burst" to be collected and released via social media. This may coordinate with needs listed above or be focused on institutional identity and events connecting the college to the community.
6. In collaboration with supervisor and student workers when available, schedule daily updates to the colleges social media presences, particularly Twitter and Facebook. These may include photo, video, and audio content.
7. Update and disseminate information about college events via the electronic (web-based) calendar, and produce a regular weekly listing that can be sent to area media and printed for the public.
8. Process requisition orders and purchase orders and maintain an orderly filing system.
9. Place and update orders (or print in-house) for campus use paper goods such as envelopes, business cards, folders, etc.
10. Under the direction of the supervisor, engage with students and team members for information-gathering purposes via meetings, focus groups, surveys and email in order to collect fresh ideas and consensus about the college message and endeavors.
11. Actively participate in biweekly planning meetings with supervisor and other administrators as necessary to generate new approaches, leverage college efforts, and plan effectively for growth and message "reach".
12. Schedule and complete monthly training sessions to explore and refine ability to use new technology, social media platforms, and applications to spur growth in the department and college as a whole.
13. Meet with journalism instructor, supervisor, and journalism students as needed at least once per semester to explore ways to collaborate with students.
14. Obtain and analyze metrics for social media marketing and advertising and make recommendations for maximum effectiveness.

Knowledge and Skills:

Experience	Six months to two years of similar or related experience.
Education	Associates Degree with experience related to content creation, web social media management, marketing, communications, journalism, or related field accepted. Bachelor's Degree in related field preferred.
Interpersonal Skills	Courtesy, tact, and diplomacy are essential elements of the job. Work involves much personal contact with others inside and/or outside the college for purposes of giving or obtaining information, building relationships, or soliciting cooperation.
Other Skills	Knowledge: Digital photography capture and editing High-level grasp of grammar and writing Understanding of writing stiles used for different purses such as web, broadcast, print, and marketing Familiarity with AP style and journalism format and terminology standards

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Basic grasp of design principles related to font and color use, composition, and graphic design

Curiosity about and enthusiasm for new programs, ideas, and areas of knowledge

Clear enunciation and spoken with emotion and inflection

Basic grasp of aesthetic sensibility and creativity grounded of design principles

Skills:

Proficient in Adobe Creative Suites, particularly In-Design, Illustrator, and Photoshop.

Proficient in video and audio content editing programs

Diplomacy, tact, and forward thinking to successfully navigate social media

Conflict management and negotiation in working with students and interns

Organization and effective filing and tracking clerical information and material and follow through on projects and orders

Excellent verbal and written communication

Ability to:

Integrate database and Microsoft Office applications

Obtain cooperation to foster collaboration and teamwork between admissions and academic personnel

Present a professional appearance with confidence integrity, and accuracy of information

Fact-check and research information related to demographics, program and careers, and other "talking points"

Adhere to college brand standards

Commit and communicate brand standards to team members with diplomacy and firmness

Maintain confidentiality of personal and institutional information in a professional manner

Sort out competing needs and discern what is best for the college overall in terms of enrollment, program success, and community perception while handling multiple projects and platforms

**Physical
Requirements**

Physical requirements are based on an 8 hour work day and may vary slightly.

Sitting for a period of 1.5 hours at one time with a total of 4 hours

Standing for a period of 1 hour at one time with a total of 2 hours

Walking for a period of 1 hour at one time with a total of 2 hours

Lifting up to 10 lbs. frequently and up to 50 lbs. occasionally

Carrying up to 10 lbs. frequently and up to 50 lbs. occasionally

Repetitive Action: use of right and left hand for simple grasping and fine manipulation

Bending, squatting, climbing, crawling, and reaching above shoulder level occasionally

Keyboarding 3-4 hours daily

Drive a vehicle and be exposed to dust fumes and gases occasionally

Work Environment Considerable amount of job responsibilities require visual acuity of computer monitors and manual use of video and audio cameras.

Disclaimer:

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This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee, and at no time does the job description constitute a contract. The college may exercise its employment-at-will rights at any time.

This Job Description is not a complete statement of all duties and responsibilities comprising the position.

Printed Employee Name

Date

Employee Signature