



Marketing / Communications Specialist

Job Code: 3091

Salary Grade: S08

FLSA Status: Non-Exempt

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Duties and Responsibilities

Assists with development of printed and electronic marketing-oriented communications, ensures quality, and makes recommendations to provide strategic and effective marketing communications to targeted customer groups.

- Assists with design, layout, and written content for electronic, print, merchandise/promotional, multi-media communications and graphic arts projects.
- Assists with promotions, publicizes events, honors, announcements and news.
- Reviews items for Style Guide compliance, making changes as needed.
- Manages web site content, makes edits, and updates. Discusses changes with supervisor.
- Assists with redesigns on sites or pages for a better user experience.
- Assists with developing and maintaining landing pages.
- Assists with marketing campaigns, including production and publicity photos.
- Monitors progress of projects.
- Assists with email marketing management.
- Performs various duties as needed to successfully fulfill the function of the position.

Minimum Qualifications

Education:

Required: Bachelor's degree Marketing, Graphic Design, Communications, or related field.

Equivalency/Substitution: Will accept 48 months of related experience in lieu of the Bachelor's degree.

Experience:

Required: None.

Certifications or Licenses:

- None

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities

- Excellent verbal and written communication skills
- Detail oriented for accuracy of data and information
- Proficient in Microsoft Office (Word, Outlook, and PowerPoint)
- Editing, proofreading and composition skills.
- Organized and ability to handle multiple projects and meet deadlines
- Ability to work well with interdepartmental teams and initiatives
- Good organizational and interpersonal skills

Working Conditions

Physical:

Ability to occasionally lift 30-50 pounds. Ability to engage in repetitive motions.

Environmental:

Standard office environment. Frequent exposure to pressure caused by deadlines and busy periods. Ability to work effectively with a wide range of constituencies.

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