Marketing/Public Relations Specialist II (0603)

Basic Purpose/Job Function: Responsible for the development and promotion of marketing/public relations publications, campaigns and projects.

Examples of Titles Replaced: Marketing and Public Relations Specialist; Publications and Promotions Specialist; Publications Coordinator, Athletics; Promotion and Information Specialist; Assistant Director, University Press for Marketing

Typical Functions May Include:

1. Writes and edits brochures, newsletters, catalogs and other publications
2. Develops research strategies to determine needs of targeted and potential markets
3. Evaluates and coordinates publications and projects
4. Performs research, analyzes data and develops public relations and marketing plans
5. Plans advertising schedules and prepares related budgets
6. Administers budgets for promotional and public relations programs
7. Monitors progress of projects
8. Prepares and maintains related reports and records
9. Performs other duties as assigned

Risk Management: Uses established safety practices to protect the health and safety of personnel and property.

Supervision of Others: Supervise and train staff and/or students engaged in support activities

Supervision Received: Receives general supervision

Minimum Qualifications:

- **Education:** Bachelor’s Degree  **Type:** To be determined by department
- **Experience:** 18 - 36 months  **Type:** To be determined by department
- **Skills:** Effective oral and written communication; research, mathematical and computer skills; ability to work independently; good organizational and interpersonal skills
- **Special Requirements:** Frequent exposure to pressure caused by deadlines and busy periods; may be required to travel; ability to work effectively with a wide range of constituencies
- **Licenses:** To be determined by nature of job and/or department
- **Certifications:** To be determined by nature of job and/or department

Minimum requirements may be met by an equivalent combination of education and experience, unless otherwise designated in writing by the department.

Departments are responsible for site-specific job descriptions.