Marketing/Public Relations Specialist I (0601)

Basic Purpose/Job Function: Assists with development of marketing/public relations publications, campaigns and projects.

Examples of Titles Replaced: Assistant Editor; Associate Editor; Athletic Production Assistant; Communications Director; Communications Editor; Coordinator, Audience Development; Coordinator, Special Events; Design Manager; Exhibits Coordinator; Publications Design Specialist

Typical Functions May Include:
1. Writes and edits news releases, advisories, tip sheets, brochures, newsletters, catalogs and other publications using computer software and other electronic equipment
2. Coordinates photographs and materials layout with publication or event theme
3. Assists with development of marketing/public relations strategies
4. Evaluates and coordinates publications and projects
5. Monitors printing production
6. Assists with advertising creation and placement and related budgets
7. Researches market conditions in local, regional or national areas to determine potential sales/promotion of products or services
8. Designs format for surveys or opinion polls
9. Gathers and analyzes data and prepares reports
10. Performs related duties as assigned

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

Supervision of Others: May supervise or coordinate efforts of support staff

Supervision Received: Received general supervision

Minimum Qualifications:
- **Education**: Bachelor's Degree  **Type**: To be determined by department
- **Experience**: 0 – 24 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
Marketing/Public Relations Specialist I (0601)

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.