

Job Description

Position Title: Analyst 3, Marketing and Creative Communications

Job Family: Marketing & Communications

Job Type: Professional - Senior

FLSA Status: Exempt

Salary Grade: 06

Position Summary:

The Marketing and Creative Communications Analyst 3 strategically creates effective marketing and communications campaigns for internal and external clients to advance Pima Community College's mission and goals. The Marketing and Creative Communications Analyst 3 manages all elements of the client relationship, including budget, market research, development of creative assets, project management, and data analysis. The Marketing and Creative Communications Analyst 3 develops original content and develops strategies and tactics to promote College programs, services and activities that attract and retain students, build support with stakeholders, government policymakers, media, and the community, and that enhance the College's brand. The Marketing and Creative Communications Analyst 3 provides critical services to enhance success of Pima events involving external and internal stakeholders.

Essential Duties and Responsibilities:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Creates and manages communication plans, and marketing and advertising campaigns, that promote College academic programs and initiatives to stakeholders. Creates, writes, and edits original content of various College publications.
2. Researches and analyzes College products, academic programs, services, initiatives, and activities to develop comprehensive, proactive marketing strategies and tactics, and applies primary and secondary, formal, informal, quantitative and qualitative research methods; consults administrators, managers and staff teams to develop marketing campaigns.
3. Partners with external vendors to budget, conceptualize, create, and manage digital marketing and automated email campaigns.
4. Selects, hires, and manages freelance talent, including consultants, writers, photographers and media buyers. Manages relations with contractors and contracts with external service providers.
5. Provides end-to-end management of new initiatives such as the Virtual Tour. Activities include conceptualization, vetting of potential vendors, contracting, planning project management and oversight/execution of content creation.
6. Provides end-to-end management of nearly all Marketing and Media Production projects, including client consultation, content production, market plan development, and delivery.

7. Acts as Account Executive for College advertising initiatives, including Workforce Development initiatives such as internships and apprenticeships, and individual academic programs. Responsibilities include budget, market research, content creation and data analysis.
8. Identifies and analyzes data to execute and evaluate marketing and communication campaigns.
9. Acts as key creative in planning and execution of annual College milestone events, including College Graduation, Multicultural Convocation, NC3 Signing Day and other completion ceremonies.
10. Assists with planning photo and video shoots and other creative activities with vendors and internal partners.
11. Writes news releases, Web content, email marketing campaigns and social media posts to promote College programs, services, and activities.
12. Manages College's social media accounts, creating original content, including stories and images, coordinating with Web Systems on posts and story release timing, emphasis, and image use. Provides excellent customer service, responding promptly and accurately to social media comments, queries, and direct messages, based on department protocols.
13. Monitors, analyzes, and reports on performance (against ROI and KPIs) and communicates results/insights in a clear comprehensive manner. Develops, manages, grows and measures social media presence on current (Facebook, Instagram and Twitter) and emerging platforms.
14. Professionally executes role as key part of College's Crisis Communication Plan.
15. Takes on special projects and drives them to completion by coordinating teams to meet project milestones.
16. Performs all other duties and responsibilities as assigned or directed by the supervisor.

Knowledge, Skills, and Abilities:

1. Knowledge of advising and counseling practices
2. Knowledge of principles and methods for promoting programs and services
3. Knowledge of business management and fiscal practices
4. Knowledge of accounting, budget and fiscal practices
5. Knowledge of internal and external customer service principles and practices
6. Knowledge and application of organizational and time management principles
7. Knowledge of principles and methods for promoting programs and services
8. Knowledge of project management principles
9. Skill in analyzing data and drawing conclusions
10. Skill in budget/resource management
11. Skill in effective communication (both written and oral)
12. Skill in independent decision making
13. Skill in organization, coordination and management
14. Skill in performing a variety of duties, often changing from one task to another of a different nature
15. Skill in positive, productive and flexible customer service

16. Skill in current and applicable hardware, software, and peripheral equipment
17. Skill in problem solving
18. Skill in program development and process improvement
19. Skill in project management principles, processes, and techniques
20. Skill in team building
21. Ability to adapt and maintain professional composure in emergent and crisis situations
22. Ability to apply analytical and critical thinking skills as well as draw conclusions and prepare accurate reports of results
23. Ability to apply effective and accurate data entry and typing skills
24. Ability to develop and maintain effective and positive working relationships
25. Ability to operate relevant equipment required to complete assigned responsibilities for the position
26. Ability to adapt to a rapidly changing technical environment

Supervision:

- Not responsible for supervising the work of others.

Independence of Action:

- Results are defined and existing practices are used as guidelines to determine specific work methods. Carries out work activities independently; supervisor/manager is available to resolve problems.

Competencies:

Competencies are the actions and behaviors that can be observed as to how work gets done that supports the College's values and strategic objectives.

- Organizational Culture: Position provides an opportunity to impact the organizational culture of Pima Community College by both acknowledging the College's past and helping to chart its future.

Minimum Qualifications:

Candidates/incumbents must meet the minimum qualifications as detailed below.

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism or a closely related field of study required.
- Master's degree in Marketing, Communications, Public Relations, Journalism or a closely related field of study preferred.
- Three (3) to five (5) years of related marketing, writing, communications, advertising, journalism, or public relations experience required.

- Five (5) to eight (8) years of related marketing, writing, communications, advertising, journalism, or public relations experience with fundraising and community relations preferred.
 - Public Relations certification preferred or ability to obtain after hire.
- OR An equivalent combination of certification, education and experience sufficient to successfully perform the essential duties of the job such as those listed above

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the key duties and responsibilities of this job. **Reasonable accommodations may be made to enable individuals with disabilities to perform critical tasks.**

- **Environment:** Work is performed primarily in a standard office environment with staff contact and frequent interruptions.
- **Physical:** Primary functions require sufficient physical ability and mobility to work in a standard office setting; to remain in a stationary position for prolonged periods of time; to occasionally position self to perform duties; to position or transport light to moderate (up to 20 pounds) amounts of weight; to operate office equipment including use of a computer keyboard; to travel to other locations using various modes of private and commercial transportation; and to effectively communicate to exchange information.
- **Vision:** Ability to see in the normal visual range with or without correction.
- **Hearing:** Ability to hear in the normal audio range with or without correction.

Special Conditions of Employment:

- Pre-employment Background Check Required
- On call evenings or weekends.
- DMV Check/Current and Valid AZ Driver's License