

Job Description

Position Title: Marketing and Communications Analyst 1

Job Family: Marketing & Communications

Job Level: Professional - Entry

FLSA Status: Exempt

Salary Grade: 04

Position Summary:

The Marketing and Communications Analyst 1 carries out an effective marketing and communications plan to advance the College's mission and goals. Publicizes Pima College to external audiences to attract new students. Promotes Pima's major initiatives, programs, services, and events. Performs a variety of functions of the Arts Division, including both public performances and exhibits.

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. Develops and manages communication plans, marketing, and advertising campaigns to promote College academic programs and initiatives.
2. Assesses College products, academic programs, and services to make recommendations for marketing strategies and tactics; consults College deans, department heads, administration, managers, and staff teams to develop marketing campaigns.
3. Writes, edits, and oversees the production of various College publications including the annual Student Handbook and Calendar and the biannual registration guide and Career Focus magazine.
4. Provides press releases to the media and e-mails to the public to share information regarding performances, auditions, and public exhibits.
5. Facilitates planning and publicizing of annual College milestone events including College Graduation, Multicultural Convocation, and other completion ceremonies to internal and external audiences.
6. Manages and creates content for social media pages.
7. Builds websites and manages social media posts.
8. Performs all other duties and responsibilities as assigned or directed by the supervisor.

Knowledge, Skills, and Abilities:

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

1. Knowledge of internal and external customer service principles and practices
2. Knowledge and application of organizational and time management principles

3. Knowledge of principles and methods for promoting programs and services
4. Skill in effective communication (both written and oral)
5. Skill in public speaking
6. Ability to adapt and maintain professional composure in emergent and crisis situations
7. Ability to develop and maintain effective and positive working relationships

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 Communications or Marketing or a closely related field of study required.
 - Up to One (1) of related experience in marketing, writing, communications, advertising, journalism required.
 - One (1) to Three (3) years of related experience in marketing, writing, communications, advertising, journalism preferred.
- 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 an 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.
- Occasional work evenings or weekends.
- DMV Check/Current and Valid AZ Driver's License.