

## Coordinator, Marketing Communications

**FLSA Status:** Exempt

**Pay Grade:** 17

**Job Title ID:** 102022

**Job Series/Job Family:** President's Series / Public Information/Marketing/Publications Family

### Reports To

Director, Associate Communications

### Job Purpose

Serve as a member of the Public Information and College Marketing team to contribute to the development of materials to educate and inform the public about ACC's mission, people, programs, and services. Research, develop, write, edit, and proofread a full range of marketing materials, including brochures, schedules, web content, catalogs, direct mail, email, letters, collateral, presentations, print and online advertising, and other creative communication materials that achieve departmental and college goals.

### Description of Duties and Tasks

*Essential duties and responsibilities include the following. Other duties may be assigned.*

#### **Required**

1. Generates copy for college communications including brochures, print, TV and radio advertisements, websites, presentations, direct mail, and recruitment collateral .
2. Provides communication through the project life cycle, from beginning to final evaluation. Clearly communicates overall deliverables to all team members and provides clear, frequent, and effective communication to key stakeholders.
3. Edits copy written by others, revising, rewriting, and reorganizing for clarity, comprehension, use of language, sequence of thought, logic, flow, consistency, and effectiveness.
4. Provides creative leadership on marketing, web, and publication projects. Researches and prepares creative briefs, collaborates on strategy and web content, and maintains communication with clients.
5. Works proactively to identify new opportunities in support of comprehensive and consistent brand strategy.
6. Assists with the college crisis communications plan and implements the components of the plan in the event of a critical event/emergency.
7. Researches, gathers, and provides background information and campaign deliverables as needed.
8. Directs and supports multiple projects concurrently and efficiently through the use of project management best practices to ensure goals, deadlines, quality, and budget requirements are met.

### Knowledge

*Must possess required knowledge and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.*

#### **Required**

- Strong foundation in marketing communication principles.
- Producing well-written, well-edited copy for multiple formats and target audiences.
- Project leadership, from conceptualization through development, execution, and measurement.
- Advanced knowledge of grammar, spelling, and punctuation.

#### **Preferred**

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### Skills

*Must possess required skills and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.*

**Required**

- Maintaining confidentiality of work related information and materials.
- Knowledge and experience with web-based communications.
- Communicating, in person, in writing, by telephone, or email, at an advanced level, with those at all levels both within and outside of the college.
- Observing, receiving, and otherwise obtaining information from all relevant sources.
- Multi-tasking, managing multiple priorities, and meeting several, often movable, deadlines under pressure.
- Exceptional organizational, problem-solving, and planning skills, including exacting attention to detail and follow-through.
- Superior writing and editing skills with versatility in writing styles, including promotional, journalistic, editorial, and direct response.
- Ability to work independently and as a professional team member contributing to a positive and productive work environment.
- Editing copy for impact and news judgment.
- Maintaining a set schedule, with flexibility to work occasional evenings and/or weekends to accommodate deadlines.

**Computer Skills**

**Required**

- Demonstrated proficiency using standard office software applications including Word and PowerPoint. Familiarity with print and web publishing applications.

**Physical Requirements**

**Required**

- Occasional lifting of objects up to 10 pounds
- Subject to standing, walking, sitting, bending, reaching, kneeling, pushing and pulling
- Work is performed in a standard office environment.

**Work Experience**

**Required**

- Three years related writing and/or editing experience.

**Preferred**

- Five or more years related work experience writing for print, web, broadcast (radio and television), outdoor, interactive, presentations, brochures, and other collateral. Experience with and knowledge of web-based communications and basic content management software (e.g. Contribute and/or Dreamweaver). Experience with new media.

**Education**

**Required**

- Bachelor's degree in journalism, public relations, mass communications, English, marketing, or related field.

**Licenses/Certifications**

**Required**

- Valid Texas Driver's License.

**Other**

**Required**

- Reliable transportation for occasional local travel.

***Preferred***

- Knowledge of principles, methods, and marketing strategies for promoting higher education. Understanding of the community college philosophy and mission.

**Safety**

***Required***

- Work safely and follow safety rules. Report unsafe working conditions and behavior. Take reasonable and prudent actions to prevent others from engaging in unsafe practices.