

**MOHAWK VALLEY COMMUNITY COLLEGE**  
**Utica and Rome, New York**

**Job Description**

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<b>POSITION</b>	<b>REPORTS TO</b>	<b>DEPARTMENT</b>
Marketing Assistant	Director of Marketing and Communications	Marketing and Communications

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**BROAD FUNCTION:**

Provides project management and office support for the Director of Marketing and Communications and departmental staff by coordinating projects and services on behalf of clients across the College. Facilitates departmental planning and procedures, and provides for coordination of departmental assignments.

**MAJOR RESPONSIBILITIES:**

1. Assists with the coordination of departmental initiatives and projects;
2. Works with departmental staff and College stakeholders to plan and execute marketing, advertising, and internal communication strategies on schedule and within budget parameters;
3. Develops, implements, and utilizes departmental project management systems to ensure timely and effective delivery of departmental services and efficient allocation of resources;
4. Serves as primary point of contact for Marketing and Communications;
5. Coordinates the intake and output of media inquiries, press conferences, news releases, College calendars and newsletters, and other public information;
6. Provides technical and process support to the department's creative staff who produce Web content, publications, advertisements, and other Marketing materials.
7. Supports the Director with the management of correspondence, telephone calls, information requests, scheduling, filing, supplies and equipment, and other office management duties as necessary;
8. Assists the Director in the analysis, planning, implementation and tracking of the departmental budget, specifically including but not limited to expenditures, purchasing requisitions, data gathering, report and form preparation, invoice processing;

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9. Researches and makes recommendations for marketing strategies and initiatives;
10. Creates and facilitates training, professional development, and user guides to assist the College community in accessing departmental services;
11. Other duties as assigned by the Director of Marketing and Communications.

**MINIMUM QUALIFICATIONS:**

Associate's degree in Public Relations, Marketing or related field and a minimum of three (3) years of experience in public relations, marketing or related experience required. Bachelor's degree in Public Relations, Marketing or related field and a minimum of one (1) year of experience in business, marketing or related experience, higher education experience, experience working in an executive-level office, knowledge of industry standards for advertising, design, print production, Web, and social media, and experience with Adobe Creative Suite preferred. Self-starters, dependable, ability to problem-solve in both cooperative and individual settings, attention to detail, and strength in interpersonal and written communication skills required

<b><u>SALARY:</u></b>	<b><u>AFFILIATION:</u></b>	<b><u>TERM:</u></b>
Grade 2	Professional	12 Month

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