

Colorado Mountain College

Position Description

Title: Marketing & Communication Specialist
FLSA Classification: Exempt
Hiring Salary Range: \$53,373.01 - \$59,303.34

Primary Responsibility

The Marketing & Communication Specialist develops and implements integrated, college-wide communications plans and marketing strategies, coordinates the creation of college-wide marketing communications content, identifies new communication tools and strategies, and supports other marketing and media relations team members as needed.

Fluent bilingual (English/Spanish) required. This role will have a special focus on helping CMC to better identify, communicate with and market to communities in the CMC service area where Spanish may be the first, or only, language spoken. This individual will be responsible for developing and executing outreach strategies to these audiences and will help to translate and trans-create CMC's value propositions appropriately.

Pre-requisites for Position (Qualifications Standards)

Education and experience sufficient for the rigors of the position. Examples may include a Bachelor's degree from an accredited institution and three years of related experience, or equivalent education and experience, that will provide the necessary knowledge, skill and abilities to perform the functions of the position. Degree in communications, journalism, marketing or field related to the position responsibilities field preferred. Experience with or strong interest in working in higher education preferred.

Demonstrated understanding of marketing and communication skills and methods; excellent writing skills; understanding of effective communication, social media and email marketing techniques; strong project management skills; advanced knowledge of Microsoft PowerPoint and Word, basic knowledge of Wordpress website design and editing. Advanced knowledge of Adobe InDesign, Photoshop, and Illustrator preferred.

Uses discretion and independent judgement to create content that is on-brand; ability to work independently and as a team member; analyze promotional opportunities and challenges, and respond by creating effective, compelling content and collateral that strengthen the college's brand identity internally and externally; ability to manage budgets effectively; ability to write effective promotional copy for electronic media; and willingness to learn new technical and practical skills, and best practices.

Welcoming. Innovative. Focused on Student Success. These principles reflect the soul of CMC. They guide us in building our teams, cultivating leaders, and expanding our approaches and mindset. They

guide us to be an institution of higher education that's the right fit for every faculty member, staff, student, and community member in its trust. Applicants must demonstrate a commitment to working effectively with students, employees, and community members of all backgrounds.

Bilingual (Spanish/English) or conversational language abilities required. Position includes bilingual (Spanish/English) pay differential. Finalist will be required to complete language skill testing to verify bilingual skills.

Essential Duties

1. Develops and implements integrated, college-wide communications plans and marketing strategies.
2. Identifies new ways to reach audiences and communities that CMC has had difficulty reaching in the past, with a special focus on Spanish speaking audiences.
3. Creates and curates content (digital, print, and media) in English and Spanish to maximize promotional opportunities, efficient distribution and consistent communication of the college brand.
4. Assists with creating content for CMC's social media channels in support of the Marketing & Communications Editor.
5. Proofreads and copyedits written communications.
6. Creates PowerPoint presentations for the CMC leadership team, including photo selection and copy editing of content.
7. Responsible for ensuring that CMC's brand identity is implemented and maintained consistently and effectively in marketing communications.
8. Other duties as assigned.

Supervision Received

Position reports to the Director of Marketing and Media Relations.

Supervisory Responsibility

This position may supervise other staff or serve as a lead.

Special Conditions of Employment

Successful completion of a background check including motor vehicles records report will be required. Incumbents in this position will adhere to all safety and compliance policies of Colorado Mountain College while performing all duties assigned. This position may require evening or weekend work at times, as well as travel throughout the CMC service area, and occasional travel outside of the service area for professional development or other meeting requirements.

Working Conditions

This position requires constant sitting, occasional walking, standing and driving; occasional handling objects, pushing/pulling; frequent reaching with hands/arms, and use of finger movements; occasional lifting, carrying, pushing or pulling objects up to 25 lbs; ordinary talking, hearing and full vision capabilities; and the ability to read/comprehend. Write, communicate orally, and reason and analyze constantly; and perform calculations occasionally. Work is performed using a computer and standard office equipment daily, and driving a vehicle occasionally.

HR Reference Information:	
Position group and code:	<i>443115 @90 (MCS)</i>
Date of review:	<i>02.24.2022; 2022 COLA added 7.5.22; bilpay added 8/30/22</i>

110.65233.67

NOTE: This position description is intended to indicate the basic nature of positions allocated to this class and provide examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned. Employee may perform other related duties as required to meet the ongoing needs of the organization.