

**USF Job Class Description**

JOB CODE: 4333

JOB TITLE: Communications and Marketing
Manager

JOB FUNCTION: Communications & Marketing

PAY PLAN: 21

CAREER BAND: F

FLSA: Exempt

Effective Date : 11/01/08

Job Title: Communications and Marketing Manager**Job Summary**

A Communications and Marketing Manager is responsible for advancing the university's top strategic priorities and strengthening the USF brand through a comprehensive strategic communications plan that will position the university nationally.

Nature of Work

This position typically reports to an AVP, Director, Associate Director or other appropriate administrator. This position is responsible for writing and producing positive news stories via internal and external publications and via usf.edu in support of the university's strategic initiatives and to further raise awareness of USF as a top research university. The Communications and Marketing Manager is a professional communicator role requiring training and experience in oral and written communication. As such, incumbents in this position may be called upon to make presentations to external and internal audiences. Writing assignments include the preparation of copy and design elements for marketing and promotional materials in print and digital formats. Responsibilities may include development and presentation of content for use in print publications, radio, television, websites, and various multimedia formats. This job will generally include responsibility for developing or participating in the development of the overall marketing and communication strategy for the university. Incumbents may have limited supervisory functions, but that is not required, as the primary function of this job class is as a professional individual contributor providing specialized expertise in marketing, communication and public relations. The Communications and Marketing Manager differs from the lower level Communications and Marketing Officer in that the duties are primarily focused on promoting and publicizing USF on a national level rather than the system, college, campus, department or program level.

Examples of Duties

The following list provides examples of the most typical duties for positions in this job class. Individual positions may not include all of the examples listed, nor does the list include all of the work that may be assigned to positions in this job class.

- Manages news functions for USF including identifying and generating positive news stories that advance the USF brand with an emphasis on the university's science and research activities.

- Manage USF news content on usf.edu.
- Liaison with the Office of the President and the Office of the Provost to generate messages in support of the universities strategic initiatives.
- Provide editorial recommendations and contribute content for the USF magazine.
- Assist with the development of a communications plan that will position the university nationally.
- Create new communications vehicles for reporting on USF scholarship.

Minimum Qualification Requirements

This position requires a Bachelor's degree in communication, marketing, public relations, technical writing, digital media, or related field, with 4 years of experience in related positions; or a Master's degree in the fields listed above and 2 years of experience.