

**USF Job Class Description**

JOB CODE: 9601  
JOB TITLE: Communications and Marketing Officer  
PAY PLAN: 21  
CAREER BAND: E  
FLSA: Exempt  
CBU : 29  
Effective 03/27/2007

**Job Title:        Communications and Marketing Officer**

**Job Summary**

The Communications and Marketing Officer develops and coordinates a wide variety of programs and activities designed to promote and publicize USF at the system, college, campus, department or program level. The position may serve as a media contact for an organizational unit, and coordinate special events. The Communications and Marketing Officer writes and/or edits marketing and promotional materials such as brochures, flyers, online and multimedia content.

**Nature of Work**

This job typically reports to a AVP, Director, Dean, Associate Dean, Associate Director, or Faculty Administrator in University Relations or for a campus, college, school, department, or grant-funded program. The Communications and Marketing Officer 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 unit. 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.

**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.

- Designs, develops, writes, edits, publishes, maintains, coordinates, and/or oversees a variety of print and/or electronic news, feature, marketing, promotional, recruitment, and/or educational pieces, materials, and/or publications for internal, community, university-wide, public, and/or media dissemination. Examples include: press releases, magazine articles, web copy, speeches, letters, banners, etc.

- Responds to requests for information from the media and public; distributes promotional materials, including flyers, brochures and press kits; prepares and presents information to internal and external sources.
- As appropriate to the position, plans or assists with planning and coordinating special events such as open houses, book signings, fundraisers, outreach and community events, tours, press conferences, banquets, exhibits, product or service fairs, and/or athletic events.
- Makes presentations and speeches to promote the unit, and/or develops speeches and presentation graphics and charts for delivery by others in the unit.
- Directs, develops, manages, coordinates, and/or makes recommendations for the development of marketing, communications, and advertising plans and strategies to market, promote, and provide information about programs, events, services, projects and/or publications of the unit.
- Works with deans, faculty, staff, and students to identify, develop, and market stories that promote and publicize the university's research projects, programs, events, student activities, community outreach efforts, and faculty, staff, and student achievements.
- Maintains and/or collaborates on the maintenance of web pages. Includes posting messages, news releases, photos, templates, and other information. May make web corrections.
- Oversees the production of routine promotional materials in print or multimedia formats. Selects and recruits vendors to produce materials.
- Performs other administrative and support duties as required in support of the mission and communication strategy of the unit.

#### **Minimum Qualification Requirements**

This position requires a Bachelor's degree in communication, marketing, public relations, technical writing, digital media, or related field, with two years of experience in related positions; or a Master's degree in the fields listed above. Appropriate college coursework or vocational/technical training may substitute at an equivalent rate for the required experience.