



Assistant Director Marketing & Communications

Primary job function:

The Assistant Director of Marketing and Communications for University Housing oversees all aspects of marketing and communications, both internal and external, for University Housing. This responsibility includes the development of marketing strategies, the execution of marketing plans, and conducting marketing and operational assessments, all designed to enhance the respective operations and in line with the overall goals established by the university's mission statement. The Assistant Director of Marketing and Communications will be responsible for developing, writing, reviewing, and disseminating all marketing and promotional communications in various channels and mediums, including the social media environment, which promotes, defines, or expounds upon the attributes of University Housing. The position will have administrative oversight of a marketing budget and will oversee and supervise student staff consisting of a graduate assistant, undergraduate students interns and practicums which will augment and conduct marketing events and produce media content for the numerous promotions and programs within University Housing.

Description of the related knowledge and skills associated with above job function and responsibilities

Must be able to assess needs and requirements. Ability to be work with a myriad of graphics software. Knowledge of developing plans, publications and conducting focus groups and knowing what media best reaches the intended audience. Ability to implement best practices in the field of Marketing and Advertising.

Develop and implement marketing plans and conduct promotional programs that stimulate growth in service, retention, and maximize occupancy within housing.

Classification Name	Assoc/Asst Director, Subdivision/Unit AD
Classification Title	Assoc/Asst Director, Subdivision/Unit AD
Exemption Status	Exempt
PA Position Number	36000843
Home Department	University Housing
Business Title	Assistant Director Marketing & Comm
Employment Status	Regular (Continuous)
Full-Time/Part-Time	Full-Time
Employee Category and Appointment	Staff (12-Month)
Benefits Eligibility	
Work Hours per week	40

Key Function:
Communication

Percentage Of Time 50

Describe job duties performed for the above function Develop, write or review communications which define or promote University Housing. 30% Responsible for ensuring the accurate dissemination and distribution of media in either written or electronic form. Serves as the developer for University Housing Welcome Book. Serves in a support role to the Director of Marketing and Communications for Auxiliary Services, to University Communications and upholds the graphic identity standards established. Serves as content manager of University Housing websites. Housing website represents the largest single departmental website for content management. Develops and monitors University Housing social media outlets (Facebook, Twitter, Pinterest, Flickr, YouTube, etc.) Coordinates with university partners in producing specific marketing pamphlets ensuring content is aligned with GC identity standards under the direction of the Director of Marketing and Communications for Auxiliary Services. Updates and enforces departmental policies as they pertain to posting fliers, posters and other advertising products and solicitation. Serves as the official spokesperson for University Housing during the annual summer orientation sessions.

Describe the related knowledge and skills associated with above job function and responsibilities Considerable knowledge of effective communication strategies and marketing practices and procedures.

Summarize the role and responsibility for above function Develop, write or review communications which define or promote University Housing.

Key Function: Supervision

Percentage Of Time 30

Describe job duties performed for the above function Supervision and administrative responsibilities. 20% Oversees student staff which augments and supplements departmental staff in conducting marketing events throughout the year in University Housing. Supervises a graduate assistant. Directs the duties of a University Housing photographer to cover specific marketing events. Directly supervises and coordinates Housing Hosts (8-14) as facilitators for marketing events conducted throughout the year. Provides training for Community Directors (58), Community Directors (8), and Area Coordinators (3). Responsible for identifying, recruiting and hiring an effective staff which will handle marketing events, assist with the development and production of marketing material and assist with the timely distribution of material and collaterals Coordinates department fundraising efforts. Coordinates departmental master calendar. Serves on the University Housing Leadership Team, assisting in the development and implementation of the mission, vision and values of the department and maintains close relations with the Housing

professional and student staff. Primary office location for this individual will be within University Housing.

Describe the related knowledge and skills associated with above job function and responsibilities Ability to supervise and train staff.

Summarize the role and responsibility for above function Supervision and administrative responsibilities.

Key Function: Other Duties and Responsibilities

Percentage Of Time 20

Other Duties and Responsibilities

Equal Opportunity Statement Georgia College is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without consideration to age, color, disability, gender, genetic information, national origin, race, religion, ethnicity, sex, sexual orientation, or status as a protected veteran.

Proposed Minimum Experience/Education Bachelor's degree in Business or related field; AND at least three years of experience.

Description of Requirement Valid driver's license with a good driving record; must be insurable and successfully complete of university-sponsored Driving Training.

Preferred Years Experience, Skills, Training, Education

Decision Making Decisions may affect a work unit or area within a department. May contribute to business and operationa decisions that affect the department.

Problem Solving Problems are highly varied, complex and often non-recurring; require novel and creative approaches to resolution. New concepts and approaches may have to be developed.

Independence of Action Results are defined; incumbent sets own goals and determines how to accomplish results with few or no guidelines to follow, although precedents may exist; supervisor/manager provides broad guidance and overall direction.

Will position have access to financial resources, and/or handle cash, credit or other financial sensitive information (e.g. Bobcat Card information)? N

Will this position have after-hours access to facilities?

Will this position work with individuals under the age of eighteen (18)?

Are the job duties performed by the incumbent of this position considered to be "high-risk work"? N

Will this position work with toxic or hazardous chemicals or equipment? Y

Will the incumbent for this position routinely drive USG/GC owned vehicles; and be considered a non-DOT regulated driver? Y

Does this position require the acquisition of a P-Card?

Does this position work in medical personnel and perform duties that are considered high-risk?

Does this position work with children under the age of thirteen?

Does this position require a CDL?

Is this position requiring P.O.S.T certification?