



Classification Description

Job Title: Marketing & Communications Technology Specialist **Pay Grade: 112**

Job Code: 4195

FLSA Status: Exempt

Job Purpose

The Marketing & Communications Technology Specialist is responsible for managing current marketing software, evaluating vendor pitches for marketing software and products, researching emerging marketing technology, providing training on current and emerging marketing technologies, creating data-driven reports on the effectiveness of current marketing software, implementing, maintaining and implementing training programs for new marketing technologies, assisting with marketing project management and scheduling, supporting general marketing operations (excluding budget), studying social media analytics, curating and scheduling social media content for the main College accounts, keeping on top of social media trends, answering incoming messages, interacting with the audience on the main College social media accounts, creating a schedule, and proposing webpage updates for non-enrollment pages.

General Responsibilities

Essential Functions

Oversees marketing software configurations, troubleshoot issues, and optimize performance.

Analyzes and evaluates vendor pitches for marketing software and products.

Conducts thorough research to discern viable marketing software options aligned with marketing objectives.

Collaborates with stakeholders to determine marketing software and products with the best fit for the organization.

Stays up-to-date with the latest trends and advancements in marketing technology.

Conducts research and analysis on emerging tools, platforms, and techniques.

Provides recommendations on implementing innovative technologies.

Develops and delivers comprehensive training programs on marketing tools.

Creates training materials, conducts workshops, and provides ongoing support on current and emerging technologies.

MARKETING AND COMMUNICATIONS TECHNOLOGY SPECIALIST

Utilizes data from marketing software systems to generate insightful reports.

Identifies key performance indicators (KPIs) and tracks marketing campaign effectiveness.

Presents findings and provides actionable recommendations for improvement.

Leads the implementation of new marketing technologies.

Coordinates with internal teams and external vendors for smooth integration.

Monitors and maintains new marketing technologies to optimize functionality.

Collaborates with the marketing team to assist in project management and scheduling.

Creates and maintains project request forms to streamline the project initiation process.

Coordinates with stakeholders to ensure timely execution of marketing initiatives.

Analyzes social media analytics to gain insights into audience behavior and preferences.

Curates engaging and relevant social media content for the main College accounts based on social media content management plan.

Schedules social media posts strategically to maximize reach and engagement.

Follows and shares content from other College social media accounts to main accounts.

Stays updated on social media trends and implements them effectively in social media strategies.

Answers incoming messages and interacts with the audience on the main college social media accounts.

Fosters positive relationships with followers, responds to comments, and addresses inquiries or concerns.

Develops a schedule for webpage updates on non-enrollment pages.

Collaborates with relevant stakeholders to propose updates and improvements to web content.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

MARKETING AND COMMUNICATIONS TECHNOLOGY SPECIALIST

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree in Marketing, Business Administration, or a related field.

Three (3) years of full-time professional work experience in managing marketing software systems and tools. Appropriate combination of education and experience may be substituted.

Strong analytical skills with the ability to interpret data and generate meaningful insights.

Familiarity with a wide range of marketing technologies and platforms.

Familiarity with various social media platforms and their best practices for maintaining brand consistency.

Excellent project management and organizational skills.

Strong communication and interpersonal skills.

Ability to work collaboratively in a team environment.

Detail-oriented with a focus on accuracy and problem-solving.

Ability to adapt to changing technologies, market trends, and social media platforms.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

MARKETING AND COMMUNICATIONS TECHNOLOGY SPECIALIST

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: September 19, 2023.