



## Classification Description

---

**Job Title: Marketing Specialist I**

**Pay Grade: 109**

**Job Code: 4304**

**FLSA Status: Exempt**

### **Job Purpose**

The Marketing Specialist I within Florida SouthWestern State College's Office of Strategic Communications is responsible for enhancing the College's online presence and engagement through strategic social media management, content creation, and digital communication tools. This role is pivotal in fostering meaningful connections with students, faculty, local businesses, and community organizations, ensuring the College's message is effectively communicated and resonant across diverse platforms. By leveraging innovative marketing strategies and creative content, the Marketing Specialist I will play a key role in advancing the College's brand and supporting its strategic objectives.

### **General Responsibilities**

#### **Essential Functions**

Crafts and executes a strategic social media plan aimed at enhancing the College's online presence and engagement with key stakeholders, including local businesses and community organizations.

Utilizes analytics to gauge the effectiveness of social media campaigns and adjust strategies accordingly.

Generates impactful photography and videography content that aligns with the College's branding and communication objectives. Responsibilities encompass the entire content creation process, from planning and capturing to editing and publishing, across various channels. This includes creating graphics for social media and written content to ensure cohesive and engaging communication.

Supports the Senior Videographer in capturing video content for various College needs, such as promotional materials, instructional videos, and event coverage.

Edits videos to create polished, professional content, incorporating transitions, audio, and graphics as needed.

## MARKETING SPECIALIST I

Maintains and updates the College's sources of information and content such as the knowledge base, chatbot, and social media automatic answers, ensuring information is accurate, relevant, and easily accessible. Develops strategies and content to ensure seamless interaction and information dissemination to students, faculty, and external partners.

Collaborates with different departments and external partners to gather content and stories. Works closely with local businesses and community organizations to strengthen ties and enhance the College's role in the community through targeted social media initiatives.

Assists in various marketing and communications projects, providing creative input and operational support to ensure the success of strategic initiatives.

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 to determine if she/he can perform the job's essential functions with or without reasonable accommodation.

### **Knowledge, Skills and Abilities**

#### **Minimum Qualifications**

Bachelor's degree in marketing, communications, journalism, or related field. Appropriate combination of education and professional experience in the marketing field may be substituted.

Demonstrated experience in social media management and content creation.

Skills in photography and videography, including proficiency with editing software.

Exceptional written and verbal communication skills, with meticulous attention to detail.

Ability to multitask, prioritize tasks effectively, and meet deadlines in a fast-paced environment.

Creative and strategic thinker with strong problem-solving skills.

Proven ability to work collaboratively within a team and with external partners.

Experience in engaging with businesses and community organizations through social media is highly desirable.

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.

## MARKETING SPECIALIST I

- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- 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.

### **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 used and can read, interpret, and follow procedural and policy manuals 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 communicate and collaborate 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: June 26, 2024.