



Classification Description

Job Title: Program Marketing Specialist I

Pay Grade: 107

Job Code: 4308

FLSA Status: Non-Exempt

Job Purpose

The Program Marketing Specialist I at Florida SouthWestern State College (FSW) serves as a crucial liaison between the marketing department and assigned schools within the College. This role plays a vital part in enhancing the visibility and appeal of the College's programs to prospective students and stakeholders. By developing a deep understanding of each School's unique offerings and objectives, the Program Marketing Specialist I advocates for their marketing needs and drives tailored strategies to effectively promote their programs.

General Responsibilities

Essential Functions

Acts as the primary point of contact between the marketing department and assigned Schools within FSW.

Develops a comprehensive understanding of the programs offered by the assigned Schools, including their objectives, target audiences, and key differentiators.

Conducts regular meetings with school representatives to identify their marketing needs and objectives.

Collaborates with faculty and program coordinators to gather insights and content for marketing materials.

Attends School functions to provide basic photography, videography, and social media coverage, capturing key moments and promoting events.

Creates and implements tailored marketing strategies and campaigns to promote the programs of the assigned Schools.

Manages multiple marketing projects simultaneously, ensuring timely delivery and alignment with the College's overall marketing goals.

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Collaborates with internal teams such as creative assets, public relations, social media, and digital marketing to develop effective marketing materials and campaigns.

Monitors and analyzes the performance of marketing initiatives, providing regular reports and recommendations for improvement.

Ensures all marketing activities comply with FSW's branding guidelines and strategic goals.

Maintains up-to-date knowledge of industry trends and best practices in higher education marketing.

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, Business Administration, or a related field; equivalent professional experience in the marketing field may be considered in lieu of a degree.

Demonstrated experience in marketing, preferably in an educational setting.

Proven ability to manage multiple projects and meet deadlines.

Excellent communication and interpersonal skills, with the ability to build strong relationships with diverse stakeholders.

Proficiency in using marketing tools and software, including content management systems, social media platforms, and analytics tools.

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.

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- 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; travel and occasional weekend and evening hours may be required for event coverage.

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

Approved: July 16, 2024.