State College of Florida, Manatee-Sarasota
Job Description

Job Title: Coordinator, Marketing Production
Reports to: Director of Public Affairs and Marketing
FLSA Status: Exempt
Level: 211
Position Class:

Job Summary:
Provides development, coordination, tracking, budgeting, payment, and assignment of design production, placement, printing and Web projects under the general supervision of the Director of Public Affairs & Marketing; responsible for the Department as Special Projects Manager for College events such as graduations and open houses.

NOTE: Job descriptions and essential functions are subject to change due to advances in technology, utilization of work force, and other factors which may impact the College’s need to modify position requirements.

Essential Duties and Responsibilities:
The following listing of essential job duties indicates the general nature and level of work required in this job. This is not designed to be a comprehensive listing of all the activities, duties, or responsibilities that may be required in this job. Individuals assigned to this job may be asked to perform other duties as required. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities of the job.

Applicants may be asked to demonstrate any or all of the following duties:

1. Processes all new graphics requests, develops ideas with requestors, and works with the graphic artist to develop and track project concept; responsible for project budget and deadline.

2. Leads departmental meetings to set priorities for graphics production and tracks progress in keeping with placement deadlines.

3. Schedules and places advertising with account representative and monitors quality and payment.

4. Manages the department’s participation in special event projects, including directing and coordinating with the photographer.

5. Maintains and reconciles detailed purchase order records, including paying invoices using other departments’ funds, and balances internal spreadsheets against Banner.
6. Prepares and monitors budget and manages projects to work within budget. Tracks payments and monitors account balances and works with vendors on discrepancies.

7. Proofreads and edits routine publications and submits to printer.

8. Maintains display materials and schedules and implements exhibit reservation process.

9. Provides oversight of outside project managers, contractors and vendors.

10. Implements and oversees Web-related projects for marketing purposes.

11. Helps train new staff in departmental and College systems.

12. Supervises, coaches and evaluates staff assistant and/or other staff as assigned.

**Job Qualifications:**
The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education/Experience:**
  Bachelor's degree (B.A.) from a four-year college or university; and four or more years’ related experience and/or training; or equivalent combination of education and experience.

- **Supervisory Experience:**
  Two or more years of experience as a “lead” employee, with responsibility for scheduling and assigning work, evaluating and training new employees and assisting others with problems, is required.

- **Language Ability:**
  Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

- **Math Ability:**
  Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry. Knowledge of bookkeeping principles and basic purchasing preferred.

- **Reasoning Ability:**
  Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram/chart, or schedule form.

- **Computer Skills:**
  To perform this job successfully, an individual should have advanced knowledge of word processing software and advanced knowledge of spreadsheet and Internet and Web software.
Must understand the differences between PC and Mac, used by graphic designers. Must be proficient with current college e-mail, Internet and other College-required software.

- **Certificates and Licenses:**
  No certifications required. Membership in professional public relations and/or advertising association offering accreditation preferred.

  Valid Florida Drivers’ License.

**Responsibility for People and Property:**
This position is responsible for marketing items. Acts as team leader in assigning work to graphic artist, provides supervision, coaching and evaluation of staff assistant, and provides oversight of outside project managers, contractors and vendors as assigned.

**Responsibility for Communication:**
- **Internal Contacts:**
  This position has routine contact with staff assistants and frequent contact with State College of Florida, Manatee-Sarasota faculty administrators, Board members and other dignitaries.

- **External Contacts:**
  This position has routine contact with vendors and frequent contacts with advertising representatives, reporters, contractors and community organizations.

**Work Environment:**
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

**Physical Demands:**
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit. The employee is frequently required to use manual dexterity, reach with hands and arms, and talk or hear. The employee is occasionally required to stand and walk. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, color vision, and ability to adjust focus.

**General Performance Standards and Expectations:**
In addition to satisfactory performance on all of the essential job duties and responsibilities for this job, all State College of Florida, Manatee-Sarasota employees must fulfill the following basic performance expectations:

1. Mission and goals: Each State College of Florida, Manatee-Sarasota employee is expected to know the College’s mission and goals.
2. Customer Service: All State College of Florida, Manatee-Sarasota employees will strive to provide outstanding customer service to everyone they serve including students, the community, and fellow employees.

3. Grooming and Appearance: State College of Florida, Manatee-Sarasota employees are expected to maintain a neat and professional image at all times. When issued, College personnel must wear uniforms, and maintain a neat, clean, and well-groomed appearance.

4. Safety Awareness: State College of Florida, Manatee-Sarasota employees are expected to work diligently to maintain safe and healthful working conditions, and to adhere to proper operating practices and procedures designed to prevent injuries. Employees are required to wear personal protective equipment as provided.

5. Attendance Standards: State College of Florida, Manatee-Sarasota employees are expected to attend their work assignments and schedules at all times, in accordance with College Rules and Procedures.

6. Training: State College of Florida, Manatee-Sarasota employees are expected to attend College-provided training sessions and meetings when deemed necessary.

7. Continuous Improvement: State College of Florida, Manatee-Sarasota employees are expected to give attention to continuous assessment and improvement of the position’s assigned set of duties and responsibilities.

**Approvals:**
This job description has been reviewed and approved by the leaders whose signatures appear below.

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