

## Job Template: Publicity/Marketing Coordinator

<b>Occupational Group</b>	Communication and Marketing
<b>Job Family</b>	Communication and Marketing
<b>Job Path</b>	Publicity/Marketing
<b>Job Title</b>	<b>Publicity/Marketing Coordinator</b>
<b>Job Category: P</b>	<b>Job Level: 3</b>
<b>FLSA Status: E</b>	<b>Job Code: C03000</b>

### **P3: Level Standards**

#### **GENERAL ROLE**

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence. Positions at this level may supervise student or support employees.

Incumbents:

- Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
- Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
- Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

#### **INDEPENDENCE AND DECISION-MAKING**

→ *Supervision Received*

- Works under limited supervision.

→ *Context of Decisions*

- Utilizes general departmental guidelines to develop resolutions outside the standard practice.

→ *Job Controls*

- Possesses considerable freedom from technical and administrative oversight while the work is in progress.
- Defines standard work tasks within departmental policies, practices, and procedures to achieve outcomes.
- Serves as the advanced resource to whom more junior employees go to for technical guidance.

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### **COMPLEXITY AND PROBLEM SOLVING**

#### *→ Range of issues*

- Handles a variety of work situations that are cyclical in character, with occasionally complex situations.
- Issues are regularly varied.
- Problems tend to be technical or programmatic in nature.

#### *→ Course of Resolution*

- Assesses a variety of situations, and develops resolutions through choosing among options based on past practice or experience.

#### *→ Measure of Creativity*

- Issues are solvable through deep technical know-how and imaginative workarounds.
- Most of the obstacles, issues, or concerns encountered require considering alternative practice or policy interpretation.

### **COMMUNICATION EXPECTATIONS**

#### *→ Manner of Delivery and Content*

- Regularly provides information on finished materials to others.

### **SCOPE AND MEASURABLE EFFECT**

- Actions regularly affect an individual, item, event, or incident, etc.
- Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
- Incumbents have an indirect impact on a larger action or process, such as serving as a single component in an approval process, where the process is "owned" by a different work unit.
- May be designated to guide or organize the work of several employees within the unit.

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<b>FLSA Status: E</b>	<b>Job Code: C03000</b>

### **Job Template**

#### **GENERAL SUMMARY**

Assists in promotion, marketing activities, and special projects or services for designated department. Carries out publicity and marketing strategies for various events, workshops, and programs to engage alumni, students, faculty, and staff for designated department.

#### **REPORTING RELATIONSHIPS AND TEAMWORK**

Works under limited supervision of a supervisor or manager.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

- Assists in planning and implementing marketing and promotional strategies.
- Designs, schedules, and produces brochures, posters, advertising flyers, newspaper advertisements, and other informational and promotional materials.
- Maintains working relationship with members of public media to promote coverage of department events. Assists with special media events designed to draw attention to departmental programs.
- Maintains and updates mailing lists, card files, and other necessary records. Maintains files of promotional activities for each event, and assists in evaluating success of promotional and marketing campaigns.
- Keeps informed regarding available graphic products, services, and costs.
- Promotes and fosters internal and external relations through paper and e-communications with constituent groups and individuals.
- Organizes and implements numerous campus events. Represents the department at events.
- Serves as a resource to other department staff regarding effective promotional strategies and problems.
- Lead student employees and staff as assigned.
- Performs related work as required.

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### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in related field.
- Two to three years of related experience.

### **COMPETENCIES**

#### **Knowledge of:**

- Applicable regulations and laws governing the particular operations of the department
- Basic webpage design and management practices
- Social media platforms utilization strategies
- Graphic design standards and practices
- Principles, practices of marketing, advertising, and communication
- Microsoft Office and related software applications

#### **Skill in:**

- Planning and organization
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

#### **Ability to:**

- Meet established deadlines and manage multiple projects simultaneously
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Track, compile, and analyze data
- Develop and implement marketing and promotional plans
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management

## **Job Template: Publicity/Marketing Administrator**

<b>Occupational Group</b>	Communication and Marketing
<b>Job Family</b>	Communication and Marketing
<b>Job Path</b>	Publicity/Marketing
<b>Job Title</b>	<b>Publicity/Marketing Administrator</b>
<b>Job Category: P</b>	<b>Job Level: 4</b>
<b>FLSA Status: E</b>	<b>Job Code: C03001</b>

### **P4: Level Standards**

#### **GENERAL ROLE**

This level is accountable for directly providing service to any assigned work unit at the University. The service can focus on a single or a variety of job functions with varying degrees of independence. Positions at this level may supervise student or support employees.

Incumbents:

- Put into effect what is required by defined job duties and responsibilities following professional norms or established procedures and protocols for guidance.
- Alter the order in which work or a procedure is performed to improve efficiency and effectiveness.
- Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure or practice.

#### **INDEPENDENCE AND DECISION-MAKING**

→ *Supervision Received*

- Works under direction.

→ *Context of Decisions*

- Decisions should involve selecting an approach from among alternatives, timing when certain tasks should be performed, determining how to best use available resources, and other similar choices.
- Decisions require more coordination and collaboration among different sources, taking into consideration the roles and impact on work outside the immediate organization.

→ *Job Controls*

- Has the latitude to make decisions on projects that they are accountable for delivering on.
- Free to plan and carry out all phases of work assignments.

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<b>Job Category: P</b>	<b>Job Level: 4</b>
<b>FLSA Status: E</b>	<b>Job Code: C03001</b>

### **COMPLEXITY AND PROBLEM SOLVING**

→ *Range of issues*

- Assignments are defined as less reoccurring or cyclical tasks, and primarily consist of development or refinement of programmatic or administrative objectives.

→ *Course of Resolution*

- Resolution and project completion require substantial planning and scheduling within the department in order to obtain and align resources when and where needed.

→ *Measure of Creativity*

- Problems are not amenable to strict technical resolution, requiring innovative thinking.

### **COMMUNICATION EXPECTATIONS**

→ *Manner of Delivery and Content*

- Regularly provides information on finished materials to others.
- Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

### **SCOPE AND MEASURABLE EFFECT**

- Incumbents may supervise a small homogenous department, with proportionate responsibility to perform daily responsibilities similar to the work of subordinate staff.
- Actions typically affect an individual, item, event, or incident, etc.
- Actions taken are generally done to meet reporting requirements or regulatory guidelines, or to satisfy internal checks and balances and/or existing standards.
- Incumbents are typically designated as a lead or frequently assigned project leadership roles within a specific administrative/programmatic function or specialty area.

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- Generally, have a more direct impact on a larger action or process, such as serving as an approver in a process, where the process is “owned” by a different work unit.

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<b>FLSA Status: E</b>	<b>Job Code: C03001</b>

### Job Template

#### GENERAL SUMMARY

Responsible for marketing and promotional outreach programs designed to acquaint target audiences with department/University programs and services.

#### REPORTING RELATIONSHIPS AND TEAMWORK

Works under direction of a supervisor or manager. Serves a lead worker to employees who perform similar functions.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

- Plans promotional strategies and develops marketing plan designed to attract target audiences or other potential users of departmental programs, events, or services.
- Maintains working relationship with members of the public media to promote coverage of department programs. Arranges for feature articles, special coverage, interviews, and other media events
- Serves as a resource to other department staff regarding effective promotional strategies and problems.
- Designs and produces promotional materials. Writes copy for press releases, public service announcements, informational listings, and other publicity materials.
- Keeps informed regarding available media products, services, and costs.
- Performs marketing studies to evaluate effectiveness, including cost-effectiveness, of promotional efforts.
- Researches and responds to inquiries from the media and the public about the University and specific events and problems.
- Serves as a consultant to University administrators, faculty, and staff members in matters dealing with the press and the University's image.
- Performs related work as required.



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<b>Job Category: P</b>	<b>Job Level: 4</b>
<b>FLSA Status: E</b>	<b>Job Code: C03001</b>

### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in related field.
- Four to five years of related experience.

### **COMPETENCIES**

#### **Knowledge of:**

- Principles and practices of graphic design and media production
- News operations and the needs of reporters
- Social media platforms utilization strategies
- Principles, practices of marketing, advertising, and communication
- Microsoft Office and related software applications

#### **Skill in:**

- Planning and organization
- Leadership
- Web design and management
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

#### **Ability to:**

- Meet established deadlines and manage multiple projects simultaneously
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Proofread and edit
- Track, compile, and analyze data
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management

## **Job Template: Publicity/Marketing Manager**

<b>Occupational Group</b>	Communication and Marketing
<b>Job Family</b>	Communication and Marketing
<b>Job Path</b>	Publicity/Marketing
<b>Job Title</b>	<b>Publicity/Marketing Manager</b>
<b>Job Category: M</b>	<b>Job Level: 5</b>
<b>FLSA Status: E</b>	<b>Job Code: C03002</b>

### **M5: Level Standards**

#### **GENERAL ROLE**

This level is the first with the primary function of managing employees. Incumbents may initiate and communicate a variety of staffing actions.

Oversees the day-to-day operations of a group of employees. Responsible for training and development of subordinate staff, estimating staffing needs, assigning work, meeting completion dates, and interpreting and ensuring consistent application of organizational policies. Positions at this level do not exclusively serve as the supervisory level to only student employees.

Incumbents:

- Alter the order in which work or a procedure is performed.
- Recommend or implement modifications to practices and procedures to improve efficiency and quality, directly affecting the specific office operation or departmental procedure.
- Distribute work and monitor workload among staff.

#### **INDEPENDENCE AND DECISION-MAKING**

→ *Supervision Received*

- Works under direction.
- Seeks approvals when significant changes to process steps are considered and additional resources for task completion are required.

→ *Context of Decisions*

- Decisions are driven by office/departmental policy and procedures.

→ *Job Controls*

- Free to plan and carry out all phases of work assignments, including the oversight of staff.
- Has the latitude to make daily operational decisions.

#### **COMPLEXITY AND PROBLEM SOLVING**

→ *Range of issues*

- Issues tend to be operational in nature.

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<b>Job Category: M</b>	<b>Job Level: 5</b>
<b>FLSA Status: E</b>	<b>Job Code: C03002</b>

### *→ Course of Resolution*

- Identifies issues and gathers facts.  
Understands the smallest details of an assigned area.

### *→ Measure of Creativity*

- Problems can be resolved within provided guidelines.
- Problems are not amenable to strict technical resolution, requiring innovative thinking.

## **COMMUNICATION EXPECTATIONS**

### *→ Manner of Delivery and Content*

- Diplomatically and effectively deliver information difficult to understand or in contrast with a student or customer's views.

## **SCOPE AND MEASURABLE EFFECT**

Incumbents:

- Manage a small homogenous department.  
OR
- Manage a larger process-oriented area whose members perform like activities.
  - Actions regularly affect a department or a project outcome with office/programmatic impact.
  - Actions generally have a direct impact on controlling such things as staff size and nature of work and scope of services.
  - Performance results tend to relate to efficiency, fiscal practices and standing, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

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<b>FLSA Status: E</b>	<b>Job Code: C03002</b>

### **Job Template**

#### **GENERAL SUMMARY**

Plans, develops, creates, innovates, designs, and directs marketing and promotional outreach initiatives of University departments, programs, and services.

#### **REPORTING RELATIONSHIPS AND TEAMWORK**

Works under direction of a manager. Manages the day-to-day operations and a group of employees.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

- Supervises the work of assigned personnel, including assigning and reviewing work, providing guidance, and conducting performance evaluations.
- Oversees the planning and implementation of program and/or departmental services and activities and is responsible for the day-to-day delivery of program content.
- Directs the day-to-day operation and administration of the program and/or departmental services in accordance with program goals and objectives.
- Oversees program coordination and logistics. Prepares necessary reports, resolves problems, and makes changes to accommodate changing priorities and needs.
- Develops, implements, and monitors departmental budgets.
- Coordinates, plans, and promotes initiatives with departments and programs. Oversees public relations and promotional activities of the program, including planning and development of strategies.
- Develops, administers, and evaluates workshops, training programs, courses or curricula, in accordance with program goals.
- Serves as a resource to students, staff and others on matters relating to program policies, procedures, and activities.
- Evaluates effectiveness of program services and policies through the collection and analysis of program data. Identifies problems and institutes changes or makes recommendations for major changes.

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<b>FLSA Status: E</b>	<b>Job Code: C03002</b>

- Performs related work as required.

### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in related field.
- Six to seven years of related experience.

### **COMPETENCIES**

#### **Knowledge of:**

- Principles and practices of employee supervision
- FERPA
- Program management
- Microsoft Office and related software applications

#### **Skill in:**

- Planning and organization
- Public relations
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

#### **Ability to:**

- Develop and evaluate workshops/training courses/curricula appropriate to the program
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Interpret educational records and program data
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management

## Job Template: Communication and Publicity Manager

<b>Occupational Group</b>	Communication and Marketing
<b>Job Family</b>	Communication and Marketing
<b>Job Path</b>	Publicity/Marketing
<b>Job Title</b>	<b>Communication and Publicity Manager</b>
<b>Job Category: M</b>	<b>Job Level: 6</b>
<b>FLSA Status: E</b>	<b>Job Code: C03003</b>

### **M6: Level Standards**

#### **GENERAL ROLE**

This level is accountable for providing management of a small- to moderate-sized office or department charged with providing a variety of cross-disciplinary services. Incumbents should generally have oversight of professional and non-professional staff, as well as business and/or administrative operations. Positions at this level do not exclusively serve as the supervisory level to only student employees

Incumbents:

- Modify practices and procedures to improve efficiency and quality of services delivered by subordinate staff.
- Ensure policies and procedures are followed and functions are carried out efficiently and correctly.
- Are accountable for setting goals and objectives for staff members to achieve operational objectives and service standards.
- Distribute work and monitor workload among staff.
- Evaluate and monitor the accuracy, quality, quantity, and timeliness of services and activities.
- May develop/enhance processes and procedures to improve efficiency or effectiveness of services, as a means to fulfill departmental or office initiatives.

#### **INDEPENDENCE AND DECISION-MAKING**

→ *Supervision Received*

- Works under direction.
- Seeks approvals when significant changes to process steps are considered and additional resources for task completion are required.

→ *Context of Decisions*

- Decisions are driven by departmental policy and procedures.
- Understands the smallest details of an assigned area.

→ *Job Controls*

## **Job Template: Communication and Publicity Manager**

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<b>Job Title</b>	<b>Communication and Publicity Manager</b>
<b>Job Category: M</b>	<b>Job Level: 6</b>
<b>FLSA Status: E</b>	<b>Job Code: C03003</b>

- Free to plan and carry out all phases of work assignments, including the oversight of staff.
- Has the latitude to make daily operational decisions.

### **COMPLEXITY AND PROBLEM SOLVING**

#### *→ Range of issues*

- Issues are readily identified but cannot be understood and fixed in simple cause-effect terms.
- Variables affecting the problem are generally known.

#### *→ Course of Resolution*

- Utilizing an understanding of best practices and the way similar units run elsewhere, convincingly recommends, develops, and implements capital and process improvements to the area.

#### *→ Measure of Creativity*

- Problems require integrative solutions such as how technologies, processes, resources, and people all fit together.

### **SCOPE AND MEASURABLE EFFECT**

- Serve as a manager of a moderate-sized department or office charged with carrying out cross-disciplinary tasks or functions
- Actions regularly affect a department or an office-centric outcome with departmental impact.
- Actions generally have a direct impact on controlling such things as staff size and nature of work and scope of services.
- Actions may have high-risk compliance or safety implications.
- Performance results tend to relate to efficiency, degree of waste/cost overruns, quality/continuous improvement, timeliness, resource allocation/effectiveness, etc.

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<b>FLSA Status: E</b>	<b>Job Code: C03003</b>

### **Job Template**

#### **GENERAL SUMMARY**

Builds the reputation and community of the University among its internal and external constituents (alumni, donors, students, faculty, and staff) through the strategic production and promotion of stories, images/videos, marketing materials, e-communications, and other creative services.

#### **REPORTING RELATIONSHIPS AND TEAMWORK**

Works under direction of a manager. Manages the day-to-day operations and a group of employees.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

*The intent of this section is to list the primary, fundamental responsibilities of the job – that is, the duties that are central and vital to the role.*

- Manages the work of assigned personnel, including assigning and reviewing work, providing guidance, and conducting performance evaluations. Manages overall operation of assigned department.
- Provides advanced technical and/or design solutions for web content creation and collection. Assists departments with establishing and maintaining websites using University provided web publishing systems.
- Oversees the planning and implementation of marketing and promotional outreach strategies designed to promote department/division services and programs to target audiences.
- Consults with and advises departments on the thoughtful application of digital media marketing and communication solutions.
- Serves as a resource to department/division staff and administrator regarding effective promotional strategies and activities.
- Sets priorities for design and production projects, appropriately delegating tasks and project aspects to unit staff.
- Prepares, or supervises preparation of, advertising and promotional materials, including generating ideas, writing, editing, design, and illustration.



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- Plans and carries out special interest events or projects designed to increase effectiveness or marketing activities.
- Represents the Division/University at appropriate regional, national and/or international meetings and forums.
- Participates in Divisional marketing planning and policy development as part of a management team.
- Performs related work as required.

### **MINIMUM QUALIFICATIONS**

- Bachelor's degree in related field.
- Seven years of related experience.

### **COMPETENCIES**

#### **Knowledge of:**

- Principles and practices of employee supervision
- Graphic design and web content presentation
- Target audience
- Emerging trends and best practices of marketing and recruitment initiatives
- Microsoft Office and related software applications

#### **Skill in:**

- Planning and organization
- Troubleshooting
- Developing and maintaining effective and appropriate working relationships
- Critical thinking, problem solving and analysis

#### **Ability to:**

- Manages communications and maintain website content
- Communicate effectively through both oral and written means
- Respect diversity and work collaboratively with individuals of diverse cultural, social and educational backgrounds
- Provide professional and motivating presentations to large audiences

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<b>FLSA Status: E</b>	<b>Job Code: C03003</b>

- Conduct market research to develop best practices
- Maintain the confidentiality of information and professional boundaries
- Work independently to analyze available information, draw conclusions and understandings, and present such conclusions effectively to senior management