



Core Competencies for Communication/Marketing Competency Statement Examples

Occupational Group: Communication/Marketing

Competency: Communication

Definition: Establishes supportive and collaborative relationships with staff by keeping people informed, adapting communication to the audience, practicing focused listening, responding to the feelings and concerns of others and uses a range of effective communication techniques.

Job Template: Publicity/Marketing Coordinator

Proficient	Advanced	Expert
<p>Keeps colleagues informed and collaborates effectively by sharing updates on ongoing marketing activities.</p> <p>Utilizes clear and concise written and verbal communication to convey ideas and updates, fostering understanding among team members.</p> <p>Tailors and adapts promotional materials and messages to the specific needs and preferences of different audiences.</p>	<p>Adjusts communication styles to suit the needs and preferences of different stakeholders, including colleagues, faculty, students, and alumni.</p> <p>Fosters collaboration among cross-functional teams by promoting open and transparent communication channels.</p> <p>Delivers compelling presentations that persuade stakeholders to support marketing strategies and initiatives.</p> <p>Demonstrates strong conflict resolution skills by resolving disagreements within the marketing team and with external stakeholders diplomatically.</p>	<p>Exemplifies visionary leadership by establishing a strategic vision that guides the development and implementation of comprehensive communication and marketing strategies.</p> <p>Takes a leadership role in shaping the department's communication strategy by setting a clear vision and guiding the team in executing complex marketing campaigns and initiatives.</p> <p>Mentors and trains junior staff in advanced communication techniques, serving as a role model and mentor within the department.</p>

Competency: Attention to Detail

Definition: Efficiently allocates resources to achieve thoroughness and accuracy when performing duties in order to lead to greater productivity and economy; plans and organizes time and resources efficiently, shows attention to each aspect of the task.

Job Template: Editor 1

Proficient	Advanced	Expert
<p>Monitors and checks written content thoroughly for grammar, punctuation, and spelling errors, ensuring the accuracy and consistency of the text.</p> <p>Arrives well-prepared when participating in editorial meetings and presentations, contributing to discussions with relevant insights and</p>	<p>Reviews and proofreads written communications to ensure quality of work. Provides recommendations to improve quality.</p> <p>Develops new or revises existing processes and procedures to monitor quality of work.</p> <p>Organizes existing sources and</p>	<p>Recommends new processes and procedures for department-wide use to ensure conformity and increase quality of work.</p> <p>Responds to questions from the public or media independently, providing accurate information.</p> <p>Researches topics in specialty area,</p>

<p>ideas.</p> <p>Collects and organizes materials to be used when preparing digital and print communications.</p> <p>Follows established processes and procedures when completing work, including while writing/editing copy, researching topics, and working with artists.</p>	<p>potential sources of publishable material for use by colleagues.</p>	<p>identifies potential sources of information, and provides all information to colleagues.</p>
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Competency: Strategic Thinking

Definition: Performs job-related tasks on time, finishes assigned projects, meets deadlines and appointments, follows through; takes personal responsibility for quality of work.

Job Template: Media Producer 3

Proficient	Advanced	Expert
<p>Plans compelling content and creative assets for targeted audiences, customized for various platforms.</p> <p>Collaborates with colleagues in communications, marketing, and digital strategy to conceptualize and develop integrated marketing campaigns.</p> <p>Develops and maintains a social media listening and intelligence dashboard, regularly responding to and engaging with online audiences.</p>	<p>Provides direction to colleagues regarding campaign execution and content production.</p> <p>Develops and deploys both traditional and digital advertising strategies, campaigns and promotions in conjunction with larger university marketing initiatives.</p> <p>Interprets top-level University messaging and brand stories to implement strategic marketing and communications plans.</p>	<p>Identifies areas where analytics can better serve the University and collaborates with others for implementation.</p> <p>Takes a leadership role in driving the strategic direction of media production, influencing not only the unit/department but also the broader University's media strategy.</p> <p>Establishes best practices for segmentation, forecasting, targeting, analysis and execution of marketing campaigns for the University.</p>