

HOWARD UNIVERSITY
Position Description

POSITION TITLE: Marketing Specialist **SALARY GRADE:** HU-09
DATE REVISED: December 1, 2014 **EEO CODE:** 05
JOB CODE: 9212 **FLSA STATUS:** Non Exempt
BARGAINING UNIT: N/A

DEPARTMENT:	POSITION NO:
REPORTS TO:	GRANT: <input type="checkbox"/> No <input type="checkbox"/> Yes

BASIC FUNCTION: The purpose of this position is to receive, edit and prepare course information and prepare copy for use in promotional catalogs, books, flyers, posters, and press releases and to market the school or department's programs.

SUPERVISORY ACCOUNTABILITY: Involves no responsibility or authority for the direction of others.

NATURE AND SCOPE: Internal contacts may include senior administrators, faculty, students and staff. External contacts may include vendors, consultants and the general public.

PRINCIPAL ACCOUNTABILITIES: Receives course information edits and prepares copy for use in promotional catalogs, brochures, flyers, posters, and press releases.

Arranges for printing and/or duplication using computer desktop publishing technology.

Develops and implements creative schemes for marketing to the general public or to selected groups depending on feasibility information.

Works closely with the directors of program course groups or units to achieve the optimum format and time table for marketing programs.

Provides advice to superiors concerning strategies for focusing public attraction to the School's programs.

Plans, organizes and conducts public affairs programs to develop public interest and understanding of the School's mission and available opportunities.

Creates design of display advertisements for release to newspaper, reviews copy of all print or broadcast script for accuracy and currency before release.

Plans and develops an organizational time table for publishing direct mail announcement for general and specially scheduled courses and conferences.

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Investigates vendor capability and maintains a file of suitable performance of printing companies, photographers, advertisers mailing services and other agents used in the marketing of continuing education programs.

Develops, maintains, and periodically updates the historical record of activities of the school or department including special events.

Keeps abreast of new technology and trade shows on cost effective publishing and marketing strategies by attending meetings and conferences related to these functions.

Perform other job-related duties as assigned.

CORE COMPETENCIES: Skill in the operation of computers, related software applications (MS Word, Excel, PowerPoint and Access).

Knowledge of composition, styles, printing terms and common printing specifications.

Ability to use standard office equipment, with adaptability for computer applications.

Competence in oral and written English, grammar, and punctuation. Ability to work harmoniously with staff, faculty, student and administrators.

Ability to communicate effectively orally and in writing with a diverse population.

Ability to establish and maintain effective harmonious work relations with faculty, staff, students and the general public.

MINIMUM REQUIREMENTS: High School diploma or GED and 2-4 years of general work experience. AA/AS may be substituted for 4 years of required work experience. BA/BS may be substituted for up to 4 years work experience.

Note: This position description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required. The university has the right to revise this position description at any time. This position description is not be construed as a contract for employment.

SIGNATURES REQUIRED:

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SIGNED BY: _____
Department Manager/Supervisor

DATE: _____

CERTIFIED BY: _____
Department of Compensation and Performance Management

DATE: _____