Ohio University – Compensation 2014  
Job Family: Communications & Marketing | Career Track: Management

Fosters effective communication between the University and its students, employees, alumni, and the public in order to advance the University’s strategic vision. Communicates the University’s vision through targeted campaigns and programs. Establishes a consistent and recognizable brand for the University to ensure continuity of communication and increased recognition. Writes and designs communications materials for the University and its programs. Creates print and digital materials to promote the University’s activities. LEVEL PROGRESSION ASSUMES INCLUSION OF RESPONSIBILITIES AT LOWER LEVELS.

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| None specified. | PEOPLE | Manages, delegates, and prioritizes work plan of a unit that performs a diverse but related set of activities. Reviews the work of others to ensure compliance with work and performance standards.  
OPERATIONS  
Sets operational goals and objectives for a department or large unit within the Communications & Marketing function that are aligned with University policies and strategies.  
Provides input into the development of University-wide communication and marketing strategies, policies, and procedures.  
Advises leaders on marketing and communication strategies and procedures that relate to their own area of expertise.  
Advises and gives guidance on policies, procedures, and human resources as they relate to communications.  
Establishes design standards for communication and marketing materials aligned with the creative vision of the University, the Communications & Marketing function, and the customer’s department.  
Develops, approves, and gains support for department business plans and budgets. | PEOPLE | Manages, delegates, and prioritizes work plan of a unit that performs a diverse but related set of activities. Reviews the work of others to ensure compliance with work and performance standards.  
OPERATIONS  
Sets operational goals and objectives for a department or large unit within the Communications & Marketing function that are aligned with University policies and strategies.  
Provides input into the development of University-wide communication and marketing strategies, policies, and procedures.  
Advises leaders on marketing and communication strategies and procedures that relate to their own area of expertise.  
Advises and gives guidance on policies, procedures, and human resources as they relate to communications.  
Establishes design standards for communication and marketing materials aligned with the creative vision of the University, the Communications & Marketing function, and the customer’s department.  
Develops, approves, and gains support for department business plans and budgets. | PEOPLE | Determines and aligns staff work plans with the strategic goals of the function and the University.  
Advises University executive leadership on messaging and communications.  
OPERATIONS  
Creates and directs operational strategy and strategic communication plan within a large department or sub-function of Communications & Marketing.  
Provides guidance and leadership on communication strategies based on expert knowledge of own department and experience in fields of communications and marketing.  
Develops major communications and marketing campaigns within department or sub-function that align with the University’s strategic communication vision.  
Establishes a creative vision for the department or sub-function that is aligned with University-wide communication and marketing strategies. Oversees the establishment of brand, marketing, and design standards to ensure alignment with creative vision.  
BUDGET  
Forecasts, develops, and manages business plans and budget. | PEOPLE | Provides oversight of staff and staff work plans through managers and directors.  
Advises major University executives, including the President on communications in response to high-profile and mission critical issues and events.  
Advises leaders within the function on how best to achieve the functional strategy.  
OPERATIONS  
Develops and implements strategic communications and marketing plans that advance the University’s brand within the marketplace and align with the University’s strategic vision and goals.  
Drives major initiatives to consistently and effectively deliver the University’s message and enhance its brand.  
Establishes communications and marketing strategies that have significant impact on the entire University.  
BUDGET  
Develops, approves, and gains support for department business plans and budgets. |

Last Edited: March 10, 2014

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<td>Knowledge and expertise in concepts, principles, and practices of communications, design, marketing and/or related field typically obtained through a Bachelor’s degree in marketing, communications, design and/or related field such as media production and 3 or more years of communications experience including supervisory. An equivalent combination of education, training, and experience is acceptable in lieu of the minimum education requirements.</td>
<td>Knowledge and expertise in concepts, principles, and practices of communications, design, marketing and/or related field typically obtained through a Bachelor’s degree in marketing, communications, design and/or related field such as media production and 4 to 6 years of experience including significant management experience. An equivalent combination of education, training, and experience is acceptable in lieu of the minimum education requirements.</td>
<td>Seasoned knowledge and expertise in concepts, principles, and practices of communications, design, marketing and/or related field typically obtained through a Bachelor’s degree in communications, design, marketing, or related field such as media production and 6 or more years of experience including experience managing a team of professional employees. An equivalent combination of education, training, and experience is acceptable in lieu of the minimum education requirements.</td>
<td>Expert knowledge and expertise in theories, concepts, and practices of communications, design, or marketing as well as broad operational management skills typically obtained through a Master’s or postgraduate degree or equivalent in communications, design, marketing; or related field such as media production and more than 8 years of related experience. This will include experience managing significant human and financial resources as well as experience developing, gaining support for, and executing short- and long-term strategic plans. An equivalent combination of education, training, and experience is acceptable in lieu of the minimum education requirements.</td>
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