

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

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.

	Individual Contributor I	Individual Contributor II	Individual Contributor III	Individual Contributor IV	Individual Contributor V
Accountabilities	<p>PEOPLE Responds to inquiries and requests for information about the University and its programs following established guidelines and procedures.</p> <p>OPERATIONS Prepares and coordinates complex information requests that require a good understanding of communication and marketing practices.</p> <p>Provides media with requested statistics and information regarding University activities and programs.</p> <p>Drafts or designs basic communication and marketing materials, press releases, digital media, or social media content under general supervision where non-routine work is reviewed for thoroughness and accuracy. Develops understanding of practices and principles of communications and marketing as well as University policies and procedures.</p>	<p>PEOPLE Consults with clients regarding their communication needs. Develops materials based on client's requests and University policies.</p> <p>Directs and mentors student workers performing routine tasks.</p> <p>OPERATIONS Creates communication materials for the University such as press releases, printed materials, digital media, or graphics based on general direction and understanding of the University's communication and marketing guidelines.</p> <p>Documents University events by writing and distributing press releases, coordinating media coverage, or producing photographs and video.</p> <p>Maintains the University's Web presence through website design, management of social media presence, or usage research.</p> <p>Plans and promotes special events at the University; coordinates execution and writes publications for the event.</p> <p>BUDGET Tracks expenditures against budget.</p>	<p>PEOPLE Serves as a resource and specialist within Communications & Marketing. Consults with clients on communication needs and assists clients in developing communication policies and strategies for their areas. Mentors and directs staff in the function.</p> <p>Manages a group of student workers performing diverse tasks or has supervisory authority over specific aspects of the work of multiple students.</p> <p>Reviews and edits the work of others in the function to ensure consistency, accuracy, and alignment with the University's communication and marketing standards.</p> <p>OPERATIONS Researches, conceptualizes, designs, or creates highly visible communications materials for the University such as press releases, digital media, web content or graphics guided by general direction and an understanding of the University's communication and marketing creative vision and client's needs. Operates satellite truck.</p> <p>Recommends policies, procedures, and programs for the function based on knowledge and experience in the field.</p> <p>Assists department and functional leaders on the development and monitoring of quality assurance of all communications.</p> <p>BUDGET Assists in budget development and tracks expenditures against budget.</p>	<p>PEOPLE Serves as an expert resource for members of the University community regarding the development of strategic communication and marketing plans.</p> <p>Leads teams to complete communications and marketing initiatives. Reviews and directs the work of team members.</p> <p>OPERATIONS Plans, conceptualizes, and creates high impact, high level communication materials independently, guided by an advanced understanding of Communications & Marketing's creative vision.</p> <p>Writes or produces communications from University executives and develops speeches and talking points for executive's speaking engagements.</p> <p>Develops digital media brand and/or marketing concepts and designs. Makes creative and high level decisions on inclusion of content in communication (media and publications).</p> <p>Oversees the University's Web and print presence and makes creative and overarching decisions on website publication content and/or design.</p> <p>Assists functional leaders on the development of policies, procedures, and programs based on expert knowledge of the field.</p> <p>BUDGET Assists in budget development. Forecasts spending and monitors performance against budget.</p>	None specified.

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Requirements	Knowledge and expertise in concepts, principles, and practices, of communications, photography, video production, design, and /or marketing typically obtained through a Bachelor's degree in marketing, communications, or design related fields and 0 to 2 years of communications- and marketing-related experience. An equivalent combination of education, training, and experience is acceptable in lieu of the minimum education requirements.	Advanced knowledge and expertise in concepts, principles, and practices of communications, photography, video production, design, and /or marketing typically obtained through a Bachelor's degree in marketing, communications or design related fields and 2 to 4 years of communications- and marketing-related work experience. An equivalent combination of education, training, and experience is acceptable in lieu of the minimum education requirements.	Seasoned knowledge and expertise in concepts, principles, and practices of communications, photography, video production, design, and /or marketing typically obtained through a Bachelor's degree in marketing, communications, or design related fields and 4 to 6 years of communications- and marketing-related work experience. An equivalent combination of education, training, and experience is acceptable in lieu of the minimum education requirements.	Expert knowledge and expertise in theories, concepts, and practices of communications, photography, video production, design, and /or marketing typically obtained through a Bachelor's degree in marketing, communications, or design-related fields and 6 or more years of communications- and marketing-related work experience. An equivalent combination of education, training, and experience is acceptable in lieu of the minimum education requirements.	

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