

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.

	Management I	Management II	Management III	Management IV	Management V
Accountabilities	None specified.	<p>PEOPLE Supervises and coordinates typically non-exempt staff work plans. Hires, trains, evaluates, and directs the work of employees.</p> <p>Provides direct supervision to staff that typically perform similar tasks. Monitors work activities to ensure work is performed in an acceptable fashion.</p> <p>OPERATIONS Checks the work of staff members to ensure that it is aligned with Communications & Marketing's strategy. Leads the execution of projects and initiatives that are established by leaders in the function, department, or school.</p> <p>Consults with members of the University outside of the Communications & Marketing function to understand their marketing and communication needs, assists them with projects, and educates them on marketing and communication policies and practices.</p> <p>Assists in the development of design and digital media standards for communication and marketing materials. Reviews and edits the work of other employees to ensure compliance with design standards.</p> <p>Writes, designs, or produces communication and marketing materials.</p> <p>BUDGET Approves expenditures within assigned budget</p>	<p>PEOPLE Manages, delegates, and prioritizes work plan of a unit that performs a diverse but related set of activities.</p> <p>Reviews the work of others to ensure compliance with work and performance standards.</p> <p>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.</p> <p>Provides input into the development of University-wide communication and marketing strategies, policies, and procedures.</p> <p>Advises leaders on marketing and communication strategies and procedures that relate to their own area of expertise.</p> <p>Advises and gives guidance on policies, procedures, and human resources as they relate to communications.</p> <p>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.</p> <p>Writes, designs, or produces high level, widely distributed communication and marketing materials.</p> <p>Ensures that all communication and marketing materials produced within work unit or department are of the highest quality, accurate, and advance Ohio University's strategic vision.</p> <p>BUDGET Assists with the development of budgets or may develop budget for unit. Reviews and monitors budgets.</p>	<p>PEOPLE Determines and aligns staff work plans with the strategic goals of the function and the University.</p> <p>Advises University executive leadership on messaging and communications. Coaches executives on communication.</p> <p>OPERATIONS Creates and directs operational strategy and strategic communication plan within a large department or sub-function of Communications & Marketing.</p> <p>Provides guidance and leadership on communication strategies based on expert knowledge of own department and experience in fields of communications and marketing.</p> <p>Develops major communications and marketing campaigns within department or sub-function that align with the University's strategic communication vision.</p> <p>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.</p> <p>BUDGET Forecasts, develops, and manages business plans and budget.</p>	<p>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.</p> <p>Advises leaders within the function on how best to achieve the functional strategy.</p> <p>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.</p> <p>Drives major initiatives to consistently and effectively deliver the University's message and enhance its brand.</p> <p>Establishes communications and marketing strategies that have significant impact on the entire University.</p> <p>BUDGET Develops, approves, and gains support for department business plans and budgets.</p>

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Requirements		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.	Knowledge and expertise in concepts, principles, and practices of communications, design, marketing and/or related field as well as management experience 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.	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.	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.