Job Title: Marketing Specialist  
Job Code: 10053

JOB SUMMARY

The Marketing Specialist is responsible for coordinating marketing and planning efforts at a technical college or TCSG System Office.

MAJOR DUTIES

- Coordinates and plans marketing efforts for a technical college or System Office;
- Takes photos and writes news releases to be submitted to local media;
- Produces official publications including brochures, annual reports, catalog, and other print media;
- Assists in planning, coordination, and publicity of special events and promotions;
- Assists with social media presence for the college or System Office;
- Assists with production of school semester schedule;
- Assists in marketing various college services;
- Researches and selects promotional materials;
- Updates website with latest news and photos.

COMPETENCIES

- Knowledge of marketing and advertising principles
- Knowledge of social media marketing
- Knowledge of target audience and service area
- Organizational skills
- Skills in photography
- Skill in the operation of computers and job related software programs
- Oral and written communication skills
- Decision making and problem solving skills

MINIMUM QUALIFICATIONS

- Associate’s degree *and* Three (3) years of work related experience

Note: Experience may substitute for the degree on a year-for-year basis.

PREFERRED QUALIFICATIONS

Preferred qualifications may vary from location to location.