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.