

Sonoma State University is committed to achieving excellence through teaching, scholarship, learning and inclusion. In line with our Strategic Plan and our Seawolf Commitment, our values include diversity, equity, sustainability, community engagement, respect, responsibility, excellence and integrity. We strive to cultivate a community in which a diverse population can learn and work in an atmosphere of civility and respect. We encourage innovation, experimentation and creativity, as well as contributions to equity and inclusion, in the pursuit of excellence for all members of our university community.

Position Purpose: Reporting to the Marketing Manager, the Marketing and Communications Specialist is responsible for working fairly autonomously under general supervision and exercising judgment to support a broad range of projects involving the execution of public affairs, media relations, publications development, marketing and research. The incumbent creates and implements integrated marketing and communication plans and related projects for multiple University departments within Entrepreneurial Activities and portions of Student Affairs. The Marketing and Communications Specialist functions as an account coordinator, may provide project leadership to less experienced staff, and serves as an internal liaison between multiple University departments and the Entrepreneurial Activities marketing department. The incumbent works independently as well as collaboratively to create materials and messages for various channels (e.g., print, web, graphics, social media, email, and video) while upholding department and SSU brand and accessibility standards. Work involves frequent contact with university management, faculty and staff.

Entrepreneurial Activities is a department within the Administration and Finance division, which includes: Culinary Services, Retail, Vending, Conference and Event Services, University Box Office, Campus Prints, Transportation and Parking Services, WolfBucks, and the Student Center and support to a portion of the Student Affairs division, which includes: Residential Education and Campus Housing, Student Involvement, Campus Recreation and the Career Center. Seawolf Living lifestyle brand is an additional area where marketing and communication content is created to provide University events and information to the campus community.

Major Duties: Major duties of the position include, but are not limited to, the following:

- Create and implement marketing plans on various channels (e.g., print, web, graphics, social media, email, and video) to meet business objectives and adhere to strategic plans.
- Provide project leadership for day-to-day operations across a wide variety of projects to less experienced staff, monitor deliverables progress and update project management database, ensure tasks are completed, maintain communication with staff and departments, ensure project scope and schedule are adhered to, and identify issues that may delay delivery.
- Provide lead work direction to less senior staff and student employees, including assisting in the selection process and making and reviewing work assignments.
- Develop, distribute and maintain the department's print and digital assets (e.g., print materials, reports, web, digital signage and social media) to ensure quality control and brand standards.
- Write, edit and schedule select marketing communications to ensure message and brand consistency.
- Collaborate with internal stakeholders and vendor partners to ensure items are produced to departmental and university standards.
- Coordinate and implement department's social media strategy and work with student employees to increase brand awareness, and ensure consistent messaging and engagement with the community.
- Create, implement, and measure the success of comprehensive marketing and communications activities and adjust tactics as necessary to achieve goals. Provide scheduled reports, audits and analysis.
- Research and execute new and traditional marketing processes for the most effective marketing mix.
- Conduct market research including competitive benchmarking, and analyze campaign, program, service, and event effectiveness used to inform decisions regarding marketing direction, product segmentation and customer targeting.
- Review marketing and communication materials for quality assurance and coordinate and schedule printing and distribution.

- Complete web design and maintenance. Coordinate web design standards to align with University web and accessibility standards.
- Serve as primary application support contact for the WolfBucks program and customer service. Work with the Marketing Manager to perform administrative tasks to the system as necessary.
- Serve as primary application support contact for digital signage system. Perform a variety of administrative tasks, with IT support for system maintenance. Serve as primary contact for other users of the digital signage system, answer questions, and troubleshoot as necessary.

Secondary Duties: Performs other secondary duties as assigned.

Work Environment: Duties will primarily take place in an office setting however additional duties may be performed in various locations on the Sonoma State University campus, including working both indoors and outdoors to support and participate in university activities and events. As an exempt employee you have some flexibility in your schedule however must be available during the regular campus hours Monday through Friday to meet the operational needs of the campus and department. Evening and weekend hours may be required and will be specified only by the supervisor to meet operational needs. This position may also be eligible to participate in the campus Telecommuting Program to engage in limited telecommuting as operationally feasible. The incumbent must maintain regular and acceptable attendance at such levels as is determined by the Appropriate Administrator. The position may require occasional travel, by automobile and airplane, and the incumbent must be able to work some night and weekend hours with overnight stays.

Minimum Qualifications: This position requires knowledge of the fundamentals of marketing, public affairs and/or media relations, online and social media marketing and marketing research. This background is normally obtained through a college degree, which includes relevant coursework in the field, and up to two years of related professional or technical experience. In addition, strong written and verbal communication skills with a solid foundation in grammar, spelling, and the composition of various communication vehicles are required. Bachelor's Degree in Business Administration/Marketing/Communications and Media Studies or a related field highly preferred. Higher education experience highly preferred. Knowledge of making branding and marketing decisions based on analytics and trend data and thorough knowledge of and the ability to use "social networking speak" and online language in a correct and authentic manner highly preferred. Experience creating marketing proposals, creating effective video marketing campaigns; and creating digital, print, web, social media and email marketing strongly preferred.

This position requires solid computer skills including, but not limited to, advanced proficiency with Microsoft Office (Word, Excel and PowerPoint) and Google Workplace (Gmail, Drive, Docs, Sheets, Slides) and experience using the internet as a research tool. Intermediate skills with desktop publishing software (such as InDesign, Photoshop, Illustrator, Acrobat Pro) required, along with thorough knowledge of and ability to use effectively social media outlets (Instagram, TikTok, YouTube, Facebook, Hootsuite, Sprout Social), and website content management systems (Drupal and Squarespace). Knowledge of Peoplesoft and ID card operations and points of sale preferred.

In addition, work assignments typically require the following:

- Working knowledge of and ability to apply standard theories, practices, principles and techniques related to communications in the public affairs, media, and marketing.
- Demonstrated ability to keep abreast of campus events and subject matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the university and increase positive media coverage.
- Working knowledge of copyright and other applicable laws pertaining to publications and the media.
- Thorough knowledge of web communication techniques, vehicles and formats. Ability to effectively use web technology to achieve communication goals.
- Ability to analyze and select pertinent facts and integrate them into written communications.
- Strong story development and journalistic writing skills, as well as advanced editorial skills. Knowledge of interview techniques and the ability to define and deliver media messages.

- Working knowledge of marketing and research techniques and methods. Ability to apply market research to identify communication needs and target audiences.
- Ability to apply appropriate statistical techniques and methods to research.
- Exceptional interpersonal skills, including strong public speaking, listening and interpretive skills.
- Ability to provide lead work direction.
- Ability to learn, interpret and apply a variety of complex policies and procedures.
- Demonstrate the ability to maintain accurate records with a high level of attention to detail.
- Ability to take initiative and independently plan, organize, coordinate, and perform work in various situations where numerous and diverse demands are involved.
- Ability to provide outstanding customer service to students, staff, faculty, and visitors while working in a professional, fast-paced environment.
- Must be able to remain knowledgeable of industry developments to maintain the professional competence and skills necessary for all assigned responsibilities including changes in best practices.

Must have the ability to effectively communicate with all levels within the university and establish and maintain productive and effective, inclusive working relationships amongst diverse populations including staff, faculty, administration, students, and other internal and external constituents. Must be able to accept constructive feedback and work cooperatively in group situations. Must also possess the ability to operationalize sustainability concepts (economy, society, environment) into all aspects of performing job duties.