**Manager, Marketing and Communications Job Description**

**Classification Title:** Manager, Marketing and Communications

**FLSA Exemption Status:** Exempt

**Pay Grade:** 14

**Job Description Summary:**

The Manager, Marketing and Communications manages internal and external agency communications, coordinates development of effective marketing/ communications materials and implements a strategic marketing/communications plan.

**Essential Duties and Tasks:**

40% Project Management

* Coordinates with creative groups in development of effective marketing and communication materials including production and design direction, branding strategies, quality control of materials, brand and style guides, etc.
* Creates, develops and implements a strategic marketing/communications plan for the agency.
* Creates messaging to communicate priorities and impacts for internal and external constituents, elected officials, stakeholders, employees.
* Serve as a member of executive communications group, oversees website content, maintenance and social media strategy.

20% Marketing and Communication

* Manages internal and external agency communications.
* Facilitates key agency events.
* Assists with pitches and opportunities to various media outlets.

20% Supervision

* Writes, reviews and edits written materials, prepares presentations and communicates with appropriate parties to announce new initiatives and discuss organizational changes that maintain a positive image of the agency.
* May supervise support staff.

**20% Duty Title (for the department's use)**

* Remaining Percentage Can Be Determined by Department to Meet Business Needs or Can Be Incorporated into Percentages Above.

**Qualifications**

**Required Education:**

* Bachelor’s degree in communications or equivalent combination of education and experience.

**Required Experience:**

* Five years of related experience.

**Required Licenses and Certifications:**

* None.

**Required Knowledge, Skills, and Abilities:**

* Leadership and supervisory skills in marketing and/or communication.
* Ability to multitask and work cooperatively with others.

**Additional Information**

**Machines and Equipment:**

* Computers
* Camera
* Telephone
* Printer

**Physical Requirements:**

* None

**Other Requirements and Factors:**

* Ability to work nights and weekends as needed.
* This position is security sensitive.
* This position requires compliance with state and federal laws/codes and Texas A&M University System/TAMU policies, regulations, rules and procedures.
* All tasks and job responsibilities must be performed safely without injury to self or others in compliance with System and University safety requirements.

**Is this role ORP Eligible? If so, it needs to meet the criteria on the** [**Rules and Regulations of the Texas Higher Education Coordinating Board**](https://reportcenter.highered.texas.gov/reports/data/user-friendly-version-of-ch-25/)**.**

**Yes**

**No**

**Does this classification have the ability to work from an alternative work location?**

**Yes**

**No**