

TITLE: <u>Lead Marketing Specialist, C&amp;IT</u>	SALARY SCHEDULE: <u>B</u>	CLASS CODE: <u>PE360</u>
UNION: <u>P&amp;A, Local 1979, U.A.W.</u>	SALARY GRADE: <u>13</u>	EEO CODE: <u>30</u>
	FLSA: <u>Exempt</u>	E-CLASS: <u>PE</u>

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**POSITION PURPOSE**

Provide operational leadership, marketing expertise and project management in the development and implementation of strategies, programs and materials that promote the awareness, understanding and use of C&IT's services and initiatives.

**ESSENTIAL JOB FUNCTIONS**

- Lead functional work teams in the development and creation of marketing, informational and public relations materials for C&IT initiatives. Form teams, lead meetings, develop project plans, identify and assign tasks, monitor workflow and identify and resolve project issues.
- Provide leadership and expertise in the development of C&IT's marketing strategy and operations. Meet directly with C&IT management to develop and implement communication plans designed to increase the understanding and use of C&IT's services. Represent C&IT to target audiences, customers and stakeholders to understand their needs and expectations and provide insight to C&IT's operations and services.
- Manage assigned support staff. Provide functional supervision (i.e., train, assign and monitor work assignments, assist with problem resolution) to a Web Writer Editor. Hire, train, evaluate and discipline assigned part time professional subordinate staff. Assign and evaluate work of contract staff.
- Oversee the quality of content on C&IT's web site, user documentation and marketing and communication materials to ensure an effective and consistent style. Develop, implement and maintain technical communication standards for the division.
- Manage assigned departmental budget. Prepare projections, review billings and monitor and approve expenditures to ensure compliance with university and divisional policy and procedure.
- Perform related work as assigned.

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

### **ADDITIONAL COMMENTS**

This classification is designed to provide leadership and expertise in the development and implementation of marketing and communication strategies and materials to expand an understanding and use of C&IT's services. This position works directly with C&IT management in the development of an annual marketing plan for C&IT and represents the division to customers, target audiences and stakeholders. This job leads work teams, directly collaborates with C&IT management and manages a subordinate staff. This classification is located in C&IT and receives work direction from a management level position.

### **MINIMUM QUALIFICATIONS**

- Graduation from an accredited college or university or an equivalent combination of education and/or experience. Degree or academic emphasis in marketing, communications, public relations, English, technical communication/writing or journalism.
- Excellent writing, editing and communication skills.
- Extensive experience with advertising and marketing concepts and workflow, including graphic design principles.
- Considerable experience with technical writing.
- Proficiency with current versions of common productivity tools used in a marketing position such as Adobe Creative Suite and Microsoft Office.
- Extensive experience with current social media tools.
- Considerable experience with mass communication tools used at Wayne State.
- Strong Familiarity with popular computing and mobile platforms such as Mac OS, Windows, Android and iOS.
- Some experience with Google Analytics.