



**YOUNGSTOWN
STATE
UNIVERSITY**

CLASSIFICATION SERIES:

N/A

BARGAINING UNIT:

ACE

Marketing and Creative Services Specialist

SERIES PURPOSE: The purpose of the Marketing and Creative Services Specialist occupation is to assist with the coordination, development, and distribution of marketing materials and communications.

CLASS CONCEPT: The class works under direction and requires considerable knowledge of marketing policies and procedures in order to assist in the coordination, development, and distribution of marketing materials and communications. Provides general office and administrative support, independently formulates decisions and/or judgments involving interpretation of policies and procedures and prepares correspondence and/or reports.

JOB DUTIES: Incumbents may perform some or all of these duties or other job-related duties as assigned.

Manages business functions of administrator's office; duties may include but are not limited to the following: responds to correspondence; represents supervisor at meetings or conferences with other agencies; prepares and monitors budgets; researches and prepares data for budget inclusion; assists in writing budget justification; monitors spending and maintains fiscal records.

Prepares RFPs and other publishing specification details as needed; creates purchase orders and other business-related expense forms; secures contracts for advertising and publications; processes contracts for payment for campus departments; researches and provides technical information to aid in decision making.

Assists with the coordination, development, and distribution of marketing materials and communications; communicates with clients and graphic design team regarding project requests, project progress, design layout, and execution; serves as liaison between clients, design staff, and leadership on all project matters; prioritizes and assigns work to graphic design staff and student workers; proofs and edits creative and informational and/or print copy for a full range of print and electronic media.

Reviews and summarizes fiscal, operational, and/or personnel reports; processes bills/invoices for payment; purchases supplies and equipment; keeps fiscal and personnel records; performs personnel

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functions such as screening job applicants; interviews and supervises students; communicates decisions, directives, and/or assignments to appropriate staff; represents unit on committees; organizes conferences; coordinates acquisition and maintenance of office machines such as telephones, copier, and/or computers and if assigned, acts as lead worker over lower-level employees.

Coordinates and leads graphic design team meetings; prepares job production reports for distribution and review; maintains graphic design files in print and/or electronic form and/or filing system, etc.

Assists in developing policies and recommends changes and updates as needed; assists in market research, planning, budgeting, design, and production of printed and web-based projects and platforms.

Performs public relations duties; researches and responds to inquiries and complaints; furnishes information and explains programs to public; works on special assignments and projects as directed; prepares reports, publications, memos, and presentations for dissemination outside the department.

Performs other clerical duties, which may include but are not limited to: prepares confidential correspondence and/or reports; maintains confidential files; maintains calendar and schedules meetings; makes travel arrangements for supervisor and office staff; takes and transcribes dictation and/or minutes of meetings; prepares payroll reports and/or timesheets; prepares records retention and disposal schedules and arranges record transfers; handles sensitive telephone calls; channels calls to appropriate parties for response; receives, opens, logs, and distributes incoming mail; answers phone and screens calls; greets and directs visitors; maintains inventory of general office supplies and places orders as necessary; prepares materials for mailing.

OTHER FUNCTIONS AND RESPONSIBILITIES: Assists with training new hires.

Performs any and all other duties assigned and/or required that are within the level of responsibility for this classification at the discretion of the supervisor.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of: marketing, digital media, general office practices and procedures; public relations; budgeting; office management.

Skill in: written and verbal communication.

Ability to: operate a personal computer, office equipment, and software applications; exercise independent judgment and discretion; understand, interpret, and apply laws, rules, or regulations to specific situations; calculate fractions, decimals, and percentages; prepare accurate documentation; compile and prepare reports; use proper research methods to gather data; communicate effectively; develop and maintain effective working relationships; meet deadlines; cooperate with coworkers on projects; prepare and deliver presentations; write directives, memos, and other publications; define problems, collect data, establish facts, and draw valid conclusions; handle sensitive contacts with public and other work units.

(*) Developed after employment.

MINIMUM QUALIFICATIONS: Completion of an Associate Degree in business administration, marketing, communication, digital media, or a related field; or two years of experience in marketing, public relations, and/or office management. Strong typing and computer skills; knowledge of Microsoft Office (Word, Excel), social media, website software and apps, and database capabilities. Good communication skills, organizational skills, and attention to detail.

REQUIRED CERTIFICATIONS, TRAINING, AND/OR LICENSURES: None

PHYSICAL REQUIREMENTS: In accordance with the U.S. Department of Labor physical demands strength ratings, this position will perform sedentary work.

SEDENTARY: work involves exerting up to 10 pounds of force occasionally or a negligible amount of force frequently to lift, carry, push, pull, or otherwise move objects, including the human body. Sedentary work involves sitting most of the time, but may involve walking or standing for brief periods of time. Jobs may be defined as Sedentary when walking and standing are required only occasionally and all other Sedentary criteria are met.

UNUSUAL WORKING CONDITIONS: Not applicable