

# FLORIDA GATEWAY COLLEGE

## *Job Description*

### COORDINATOR OF MARKETING AND GRAPHICS PRODUCTON

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#### **DISTINGUISHING CHARACTERISTICS:**

The Coordinator of Marketing and Graphics Production assists in all areas of the College including public relations, graphic design, marketing, and special events.

#### **ESSENTIAL JOB FUNCTIONS:**

*(Note: The following examples of work as listed in this job description are not necessarily descriptive of any one position in the classification. The omission of specific statements does not preclude management from assigning specific duties not listed herein if such duties are a logical assignment to the position.)*

Production of monthly newsletter for hardcopy and electronic distribution.

Special event and project development and execution.

Development of graphics for print and online use.

Web site content development and graphics for Florida Gateway College Web site. Update materials as required and assist various departments of the college in Web design.

Includes but not limited to, Web image development, managing related committees, policy development, software selection recommendation, and working with Webmaster to analyze web server statistics.

Develop communication campaigns to publicize college's programs and events.

Provide troubleshooting/technical support for students, faculty, and staff in the absence of the Executive Director.

Provide leadership in the instructional design, development and delivery of worldwide ready online learning courses through multiple delivery methodologies in support of credit and noncredit programs.

Create, proof and post Web copy and online marketing efforts including e-mail campaigns.

Ensure Web content is written and presented in a format that meets Web usability standards and is consistent with design guidelines and brand image.

Create concise communications which get to the point, tell a story in simple words, and persuades people to take action.

Coordinate offline marketing copy with creative effort of online presentation.

Partner with Web team members, new writers, program directors, marketing employees, graphic designers, and others in the college to develop content in a collaborative environment.

Other duties as assigned.

*(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required.)*

**MINIMUM QUALIFICATIONS:**

**KNOWLEDGE, ABILITIES AND SKILLS:**

Knowledge of layout concepts and all media formats. Knowledge of photographic and videographic techniques ability in verbal and written communication.

**EDUCATION AND EXPERIENCE:**

Bachelors degree in computer arts and design or Bachelors degree in graphic design.

**DESIRABLE QUALIFICATIONS:**

Knowledge of Adobe Premium Suite CS2 and CS3, Indesign, Illustrator, and Photoshop.

**ESSENTIAL PHYSICAL SKILLS:**

Acceptable eyesight (with or without correction).  
Acceptable hearing (with or without hearing aid).  
Ability to communicate both orally and in writing.  
Use of fingers.

**ENVIRONMENTAL CONDITIONS:**

Works inside in an office/classroom environment.

*(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals)*