

CIVIL SERVICE POSITION DESCRIPTION

INCUMBENT _____ **CSN** _____ **FLSA STATUS** Exempt

PRESENT CLASSIFICATION Marketing Associate **DATE** _____

WORKING TITLE: Marketing Associate

DEPARTMENT/DIVISION Office of Marketing, Communications and Engagement

Function

This position in the Office of Marketing, Communications and Engagement develops and executes publicity programs with specialization in marketing account management, public relations, social media and web management. This individual will work with the **Behavioral Health Workforce Center at SIU Medicine** to facilitate communications needs, identify creative marketing opportunities, write and fully execute content development tactics.

Organizational Relationships

The position reports to a manager or Executive Director of Marketing, Communications and Engagement, who reports to the Associate Provost for External Relations. This position manages communications and marketing for the Behavioral Health Workforce Center at SIU Medicine and therefore will have a dotted reporting line to a senior leader of that department and be co-located with OMCE and the Behavioral Health Workforce Center at SIU Medicine.

Duties and Responsibilities

The following information is intended to be representative of the work performed by incumbent in this position and is not all-inclusive. The omission of a specific duty or responsibility will not preclude it from the position if the work is similar, related, or a logical extension of position responsibilities.

Demonstrates, by actions, commitment to the mission and the behavioral standards of SIU School of Medicine. Provides excellent service to both internal and external customers through collaboration and partnership; compassion and respect; integrity and accountability; diversity and inclusion; as well as continuous learning and improvement.

50% **Manages communications, marketing plans and promotional programs for SIU Medicine department accounts.** Incumbent (a) researches and gathers information about the academic and clinical aspects, programs, policies, events or external outreach affecting operations; (b) drafts, edits and verifies content for academic, clinical, or research communications; (c) assists department administration in the development of internal department communications materials, presentations; (d) manages promotions of public education, outreach and special events; (e) serves as the lead marketing budget and campaign planner for the department.

20% **Develops digital and social media content and strategies to improve the online presence of assigned department.** Incumbent (a) manages and monitors online presence and develops content and managing social media strategies including geo-targeted and paid campaigns; (b) creates and administers content for various campaigns across multiple social media platforms; (c) measures and tracks social media growth, campaigns and advertisements and recommends changes in strategy.

20% **Serves as the primary web content editor for all pages and content** on siumed.edu, siumed.org, and thehive.siumed.edu. This includes writing and editing content in addition to basic layout through content management systems.

10% **Plans and coordinates media relations activities and determines proper message and audience for the department.** Incumbent serves as liaison between academic and clinical department and outside media and partners.

Minimum Acceptable Qualifications

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Bachelor's degree in English, communications, journalism, radio/television broadcasting, web/digital media, public relations, marketing, business, research or a related field.
2. Three (3) years (36 months) of professional work experience in public relations, journalism, social media, communications, marketing, newspaper reporting, radio/television broadcasting, or publications.

Note: Master's Degree in an area consistent with the duties of the position may be substituted for one (1) year (12 months) of work experience.

Skills and Abilities Required:

1. Excellent writing and editorial skills for research, scientific publications and patient care.
2. Excellent written and verbal communications skills for long-form publications, news writing and public speaking;
3. Consumer and customer service approach to managing conflict, negotiating strategies, and influencing change;
4. Experience in social media production, including social media platforms and efficiency of use, social media analytics and publishing tools, communication, and dissemination techniques.
5. Knowledge of Associated Press (AP) Style.
6. Knowledge of public relations and marketing techniques and tactics.
7. Skill in account management, project management, time management, organizing work assignments, and responding quickly and effectively to challenges.
8. Ability to interpret, condense, and edit information for various media formats and audiences.
9. Ability to establish long-range objectives, strategies and tactics to meet them.
10. Sensitive to the needs of underrepresented minority populations.

Responsibility

- A. Supervisory Controls – Describe the extent to which the supervisor assigns work, provides instructions or guidance, determines priorities, sets deadlines, and defines objectives and boundaries for the position. Describe the nature and extent to which work performed is reviewed.
- B. Guidelines – Describe the extent to which this employee is restricted by or free from the use of guidelines in performing work. Guidelines include rules, regulations, manuals, procedures, prescribed work practices, principles, policies or other written instructions or methods. Describe the degree of applicability and specificity of available guidelines to the work performed and the employee’s responsibility for adhering or deviating from guidelines. To what extent are the major duties of the position covered by the guidelines?

Difficulty

- A. Complexity – Define the nature and variety of tasks, steps, processes, methods, or activities in the work performed; and the degree to which the employee must vary the work, discern interrelationships and deviations from standard work practice, or develop new techniques, criteria, or information.
- B. Scope and Effect – Describe the purpose of the assignment and the effect of work products both within and outside of the organization, in other words, who and what the job affects. What is the degree of finality of decisions made by the employee?

Personal Contacts

This position’s primary focus will be to work with the **Department of Surgery** to build their communication and marketing programs, but may also assist with all SIU Medicine departments to ensure a consistent and coordinated approach to marketing, communications and messaging across all areas of the organization.

Environmental, Health and Safety Responsibilities

Participates in meetings, trainings and other environmental, health and safety activities as required by SIU Medicine and SIU School of Medicine.

Working Conditions

See attached *Physical and Environmental Requirements* form.

INCUMBENT: _____	DATE _____
REVIEWED BY: _____ Immediate Supervisor	DATE _____
_____	DATE _____
Department Head/Chair	