

# **Sul Ross State University**

## **Position Description**

**Official Title:** Enrollment Marketing and Communications Mgr. **Salary Group:** 6 or **Job Code:** 3245

### **Summary**

Function: To assist with Creative Services with preparation, coordination and creation of print and online media; assist other editorial and media-related duties in support of university mission.

Scope: University-wide.

### **Duties**

Essential: The primary job of a creative services specialist is to operate the copiers to produce high quality collateral for the university. To do so, the creative specialist works directly with customers to take orders, review the order to confirm accuracy and create the product by the customer's required deadline. The Specialist manages multiple projects at once, tracking each project to ensure that all projects are completed in time. In most cases, the Creative Services Specialist is also responsible for maintaining all equipment and inventory essential to the daily operation of the department. The specialist is also responsible in overseeing the outsourcing and completion of multiple print jobs and keeping record of University approved vendors.

Primary responsibilities are preparation, coordination and creation of print and assistance with other editorial and media-related duties in support of university mission. Responsible for personal safety and the safety of others; must exercise due caution and practice safe work habits at all times.

Other Requirements: The incumbent must have the ability to get along with others, follow directions, and work well under stressful conditions. The incumbent must be able to work a defined schedule, work overtime as required, and have the ability to meet deadlines. The incumbent must have the ability to perform all other duties as assigned by each specific department.

### **Supervision**

Received: Supervised by Creative Services Coordinator

Given:

### **Education**

Required: Bachelor's degree in English, journalism, marketing, communications or communications related field .

Preferred:

### **Experience**

Required: 2-3 years experience in web-based communications and software to include Adobe Photoshop and Microsoft Office Suite, and experience with social media of all types.

Preferred:

### **Equipment/Skills**

Required: Working knowledge of graphic design software; ability to perform all functions in the graphic production process through pre-press; knowledge of scanning and color correction techniques as well as copying; working knowledge of Adobe Creative suite, Publisher, Word, and Excel; ability to work with many projects concurrently.

Preferred:

**Working Conditions**

Usual: Position is Security Sensitive.

Special: Light to heavy lifting.

Any qualifications to be considered as equivalents, in lieu of stated minimums, require the prior approval of the Human Resources Director.

Date revised: