CLARK ATLANTA UNIVERSITY
Job Description

Position Title: MARKETING COMMUNICATIONS MANAGER
Department: Strategic Communications and University Relations (Full-Time, Exempt)
Reports To: Associate Vice President for Strategic Communications (AVP)

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function (Description):
Manages, creates and coordinates programming and associated constituent support to ensure visibility, acceptance and support for University’s mission, vision and the marketing communications necessary to advance it. Monitors internal and external environments for opportunities to create and elevate positive news, images and information that enhance the University’s image and/or to mitigate negative publicity and information that may disparage it. Serves as key brand manager for the University with responsibility for ensuring the consistent, accurate and cogent application of University brand standards and the messaging that supports it. Advises on advertising and marketing strategy, creating and exploiting relevant opportunities as appropriate. Proactively employs communications tools effectively to ensure timely, accurate communications to myriad constituent groups.

Examples of Duties and Responsibilities: (Other Duties May Be Assigned):
1. Conceived, creates, organizes and manages long- and short-term promotional and marketing, branding and publicity campaigns to increase visibility around key University strategic plan initiatives and/or programming specific to the academy and its associated intellectual, civic and social and philanthropic enterprises.
2. Manages articulation, distribution and communication of University's image- and perception-building programming across an array of media, including print, digital, social and interpersonal.
3. Coordinates, writes, edits and distributes key messaging to appropriate internal and external publics through timely, proactive use of internal and external print, digital and social networking channels.
4. Collaborates with AVP and other team members to contribute to rigorous schedule of writing/production/pitching positive news and information for internal/external distribution and communication to various University publics.
5. To assure appropriate anticipation and management of opportunities in each of the University's four schools, its centers of excellence, research concerns and support units, establishes excellent relationships with faculty and serves as "account representative" to the University's Dean's Council.

Knowledge, Skills and Abilities:
•Must be an excellent writer with samples of work published in legal journals of record.
•Must be able to write under pressure and on (multiple) deadline(s).
•Must be an excellent public speaker, able to organize and present ideas publicly to diverse constituent groups;
•Must be able to converse with all levels of management; executive communications strongly preferred;
•Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization and time may exist. to interpret a variety of instructions furnished in various forms; and
•Must be able to manage multiple assignments on deadline, each with a high attention to detail.

Minimum Hiring Standards:

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<th>Education</th>
<th>•Bachelor's degree in journalism, marketing, business communications or related field. Master's degree preferred.</th>
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<td>Years of Experience</td>
<td>•A minimum of five years of relevant, professional public relations experience, which must include PR campaign management and basic media relations experience.</td>
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<td>Years of Management/Supervisor Experience</td>
<td>•Preferably three or more.</td>
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