University Information

<table>
<thead>
<tr>
<th>Org/College:</th>
<th>Office of the Provost</th>
<th>Department:</th>
<th>Pomerantz Career Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>UI Job Code:</td>
<td>PMC2</td>
<td>Pay Level:</td>
<td>3A</td>
</tr>
<tr>
<td>Job Function:</td>
<td>Marketing, Comm &amp; Outreach</td>
<td>Job Family:</td>
<td>Creative Media Production and Support</td>
</tr>
</tbody>
</table>

University Classification: Creative Media Specialist

Department Information

<table>
<thead>
<tr>
<th>Org/Dept/Sub-dept #:</th>
<th>02-2140-00000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position #:</td>
<td>00189328</td>
</tr>
<tr>
<td>Working Title (if applicable):</td>
<td>Creative Media Coordinator</td>
</tr>
<tr>
<td>This Position Reports to (Title/Position #):</td>
<td>Associate Director of Operations &amp; Communication/00108329</td>
</tr>
<tr>
<td>Administrative Supervision?</td>
<td>No (only students)</td>
</tr>
</tbody>
</table>

Position Overview: Assist the head of marketing and operations with design and media content requests and marketing needs. Serve as primary graphic designer for office, maintaining brand knowledge and oversight. Assist with creating, updating, and managing digital content for the department’s social media, website, and digital signage, as needed. Supervise marketing/design student intern.

Position Information

What You Do

Marketing Plan (PMM2)
Recommend specific tactics to enable marketing strategy. Identify and recommend best media options (e.g., direct mail, digital, campus mail, posters, flyers, mass media advertising) within the creative framework and to meet the needs of the target audience. Determine requirements for providing services. Provide project-level communication for internal and external clients.

- Coordinate and administer assigned programs to achieve programmatic goals related to design and marketing as needed.
- Work in tandem with staff of the Pomerantz Career Center on marketing and outreach efforts by assisting with design and content creation for multimedia digital platforms such as social media, web, and digital signage.
- Lead assigned special project coordination and implementation.
- Communicate with and coordinate with counterparts across campus and contacts related to promotion of Career Center events.
- Maintain relationships with vendors on-campus and off related to production of collateral materials.
- Make strategic planning recommendations and ensure strategic goal attainment for marketing and communication-related initiatives.
- Assist with management of social media platforms and channels.

Concept and Brand Identity (PMD2)
Develop concepts, components, and standards for small- to mid-scale messaging campaigns. Create concepts or products directed at specific audiences using available research.

- Develop, implement, and maintain a brand identity for the Pomerantz Career Center.
- Communicate the PCC brand effectively with internal and external stakeholders.
- Maintain consistency when implementing external brands (i.e. The Washington Center).
- Understand the difference between PCC brand identity towards different audiences (e.g. employer vs. student).
- Responsible for creation of marketing, promotional and some reference materials for use by students for the purpose of educating and building awareness.
- Collaborate with marketing lead on social media management and implementation of specific campaigns on social media.
- Assist marketing lead with social media and internal digital signage for brand consistency.
- Monitor, update, and oversee website presence to ensure content stays current and accessible.

Media Production (PMC2)
Operate in multiple-media and/or multiple platforms. Edit content. Define image using interpretation and creativity. Formulate and present new ideas regarding tools such as software and equipment. Provide leadership by forecasting technological change and introducing state-of-the-art media.

- Create and design promotional and informational materials that increase the awareness and utilization of services, programs, and events.
- Demonstrate strong time management skills in completing design projects.
- Create materials across platform – for print, digital/social media, signage and other mediums.
- Design materials for print – from idea/concepts through the print process.
- Creates, edits and finalizes video content for external outreach and events etc.

**Project and Production Management (PMC2)**

Use state-of-the-art media and apply in-depth knowledge of multimedia. Acquire and maintain knowledge of current trends in specific areas of expertise. Review and select best footage and photos, to deliver message.

- Maintain a comprehensive knowledge of design platforms and software.
- Review and select photos, images and content pieces for department outreach materials.

**Supervision/Leadership (PMC2)**

May provide functional and administrative supervision of staff. Provide direction, assignments, feedback, coaching and counseling to assure outcomes are achieved.

- Supervise marketing/design student intern including assigning work, providing feedback and performance reviews.

**University Expectations**

**Diversity, Equity and Inclusion**

Proficiency Level: WORKING

Ability to work with a variety of individuals and groups in a constructive and respectful manner while appreciating the unique contribution of an inclusive workforce that brings together the talents of people across multiple identities, including: race, creed, color, religion, national origins, age, sex, pregnancy, disability, veteran or military status, sexual orientation, gender identity, or associational preferences.

- Maintains productive work relationships while considering multiple perspectives.
- Demonstrates awareness of one’s own and others’ social identities (e.g. race, gender, disability status, religion, etc.) and their relevance in the workplace.
- Resolves cross-cultural conflicts effectively.
- Articulates the unit’s commitment to diversity, equity and inclusion and the reasons for its importance.
- Engages in personal and professional development on issues related to diversity, equity and inclusion.

**Collaboration/Positive Impact**

Proficiency Level: WORKING

Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs.

- Shares appropriate information/feedback openly, professionally and respectfully.
- Models open, respectful, accepting, and supportive behaviors with team members.
- Maintains productive work relationships while considering multiple perspectives and using effective conflict resolution practices.
- Aligns expectations for self and team to achieve work objectives and overcome obstacles.

**Service Excellence/Customer Focus**

Proficiency Level: WORKING

Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner. Ability to effectively transmit and interpret information through appropriate communication with internal and external customers.

- Enhances service by seeking ways to add value to customer interactions/services.
- Demonstrates sincere concern and takes responsibility when a customer complains, even if the cause of the problem lies elsewhere.
- Listens to feedback without defensiveness and uses it to enhance communication effectiveness.
- Communicates in alternative ways to accommodate different listeners.

As part of performing the key areas of responsibility and competencies described above, staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the University Operations Manual.

**How You Do Your Job (Technical Competencies and Proficiency Levels)**

**ORGANIZATIONAL COMMUNICATIONS**

Proficiency Level: EXTENSIVE

Knowledge of and ability to utilize the means, tools, techniques and media to communicate information about the organization internally and externally.
- Works with various types of organizational communications functions.
- Designs and develops communications events and campaigns.
- Interfaces with a variety of public and trade media.
- Organizes executive briefings and arranges for proper media coverage.
- Discusses the major benefits and drawbacks of different types of communications.
- Aligns appropriate media and communication tools to the intended audience.

**Communicating for Effective Relationships**  
**Proficiency Level:** EXTENSIVE  
Ability to work with a variety of individuals and groups in a constructive and civil manner while appreciating the unique contribution of individuals from varied cultures, race, creed, color, national origin, age, sex, disability, sexual orientation, and gender identity.

- Communicates effectively with diverse audiences, using appropriate media and language; ensures important messages are clearly understood.
- Establishes and maintains productive working relationships within and outside of own area.
- Seeks out what is common in conflicting points of view to address and resolve issues.
- Resolves potentially harmful differences between individuals and groups of people.
- Establishes and maintains credibility and is able to influence individuals inside and outside own group and earns their respect.

**Multimedia Publishing and Tools**  
**Proficiency Level:** EXTENSIVE  
Knowledge of and ability to use installed audio, visual and animation software tools. Knowledge of tools and facilities for utilization and integration of various media (text, graphics, image, animation, sound, video, theatrical lighting, etc.) into business, academic, research, arts and culture applications.

- Works with a variety of multimedia development tools.
- Works with integrating sound, animation and script.
- Teaches others the video production process; filming, capture, pre-processing, editing, compression.
- Describes key factors and considerations for matching media to situation.
- Describes strengths and weakness of alternative multimedia tools and products.
- Details setup requirements for a large multimedia meeting and presentation.
- Supervises the use of multimedia tools, techniques and applications.
- Supervises the use of editing, filtering, special effects and streaming tools and techniques.
- Evaluates new tools and techniques for optimizing network and database capacity.
- Describes actual and potential uses of multimedia technologies.
- Explains key operational issues and considerations for various media.
- Supervises the evaluation, selection and integration of multimedia components.

**Creativity**  
**Proficiency Level:** EXTENSIVE  
Knowledge of the approaches, tools, and techniques for promoting creative, original thinking and ability to apply it to a variety of business situations.

- Challenges accepted ways of operating.
- Maintains balance between innovation and pragmatism.
- Monitors innovations in field and explores usefulness in own function.
- Encourages, solicits, and rewards imaginative ideas.
- Supports experimentation and accepts occasional setbacks or failures.
- Finds new ways to approach problems.

**Brand Management**  
**Proficiency Level:** WORKING  
Knowledge of, and ability to use, tools and processes for creating and maintaining a marketing approach to promoting the company or a product line.

- Assists with creating or maintaining a retail brand name.
- Performs tasks that serve to increase the brand value.
- Works to help move customers up the loyalty ladder.
- Proposes actions to leverage brand positioning.
- Under supervision, takes steps to prevent or address brand name liability issues.

**Graphic Design and Graphic Tools**  
**Proficiency Level:** EXTENSIVE  
Knowledge of and ability to apply design principles to the development and publication of organizational information. Knowledge of tools and techniques to produce graphic communications materials.
• Works with graphic design and development of a variety of publications.
• Implements different design media, formats, graphics, and presentation tools.
• Details steps in pre-production and production of computer graphics.
• Teaches Web and print design and the use of graphics on the Internet to others.
• Integrates the application of design principles to different types of publications.
• Discusses cost considerations for various design alternatives.
• Works with graphic design and development of a variety of publications.
• Implements different design media, formats, graphics, and presentation tools.
• Details steps in pre-production and production of computer graphics.
• Teaches Web and print design and the use of graphics on the Internet to others.
• Integrates the application of design principles to different types of publications.
• Discusses cost considerations for various design alternatives.

<table>
<thead>
<tr>
<th>Accuracy and Attention to Detail</th>
<th>Proficiency Level: EXTENSIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding of the necessity and value of accuracy and attention to detail; ability to process information with high levels of accuracy.</td>
<td></td>
</tr>
<tr>
<td>Processes detailed information with high levels of accuracy.</td>
<td></td>
</tr>
<tr>
<td>Productively balances speed and accuracy.</td>
<td></td>
</tr>
<tr>
<td>Implements a variety of cross-checking approaches and mechanisms.</td>
<td></td>
</tr>
<tr>
<td>Evaluates and makes contributions to best practices.</td>
<td></td>
</tr>
<tr>
<td>Demonstrates expertise in quality assurance tools, techniques, and standards.</td>
<td></td>
</tr>
<tr>
<td>Employs techniques for motivating personnel to meet or exceed accuracy goals.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Management</th>
<th>Proficiency Level: EXTENSIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to plan, organize, monitor, and control projects, ensuring efficient utilization of technical and administrative resources, to achieve project objectives.</td>
<td></td>
</tr>
<tr>
<td>Plans, estimates, staffs, organizes and monitors significant projects.</td>
<td></td>
</tr>
<tr>
<td>Utilizes preferred tools, techniques, and methods for estimating project cost and time.</td>
<td></td>
</tr>
<tr>
<td>Identifies risks and vulnerabilities and creates contingency plans.</td>
<td></td>
</tr>
<tr>
<td>Identifies reporting requirements and creates monitoring and control mechanisms.</td>
<td></td>
</tr>
<tr>
<td>Conducts regular and ad-hoc project reviews with project team, sponsors, and clients.</td>
<td></td>
</tr>
<tr>
<td>Maintains open communication among project participants and interested parties.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing Tasks &amp; Activities</th>
<th>Proficiency Level: WORKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of and ability to identify customer needs and arrange goods and services to fulfill those needs.</td>
<td></td>
</tr>
<tr>
<td>Performs work within a marketing function or department.</td>
<td></td>
</tr>
<tr>
<td>Adheres to organizational standards and procedures for the current marketing plan.</td>
<td></td>
</tr>
<tr>
<td>Researches locally relevant marketing plans and strategies and their purpose and intent.</td>
<td></td>
</tr>
<tr>
<td>Implements marketing support tools and vehicles.</td>
<td></td>
</tr>
<tr>
<td>Assists in documenting organization-specific practices for developing a marketing plan.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Position Qualifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Education, Experience, Competency or Equivalency Required</strong></td>
</tr>
<tr>
<td>A Bachelor's degree in marketing, communications, graphic design, journalism, art or other related field or equivalent combination of education and experience.</td>
</tr>
<tr>
<td>Experience (typically 1-3 years) within a creative media or graphic design role or function.</td>
</tr>
<tr>
<td>Some experience with website management in programs such as Drupal, WordPress, or comparable web editing programs.</td>
</tr>
</tbody>
</table>

Demonstrates working proficiency in:

- Brand management; creates and maintains a marketing approach to promoting the company.
- Communicating effectively with diverse audiences, using appropriate media and language; ensures important messages are clearly understood; establishes and maintains productive working relationships within and outside of own area.

Demonstrates working to extensive proficiency in:

- Graphic design including the ability to apply design principles to the development and publication of organizational information, using graphic tools including creating and integrating graphics into a variety of presentation packages. Tools may include but not limited to Adobe Creative Suite such as InDesign, Photoshop, and Illustrator.
- The ability to plan, organize, monitor, and control multiple projects with attention to detail and high levels of accuracy; ability to meet deadlines and think strategically to attain departmental goals and follow best practices.

<table>
<thead>
<tr>
<th>Desired Qualifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of content management systems and/or social media management platforms such as Drupal, Hootsuite, preferred.</td>
</tr>
</tbody>
</table>
• Some knowledge and experience of University of Iowa or comparable organization procedures, policies, regulations.