

Job Description

Job Title Marketing & Communication Coordinator (CCI)

Job ID 49784

Location Tallahassee, FL

Full/Part Time Full-Time

Regular/Temporary Regular

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Department

College of Communication & Information

Equal Employment Opportunity

An Equal Opportunity/Access/Affirmative Action/Pro Disabled & Veteran Employer.

FSU's Equal Opportunity Statement can be accessed at: https://hr.fsu.edu/sites/g/files/upcbnu2186/files/PDF/Publications/diversity/EEO_Statement.pdf.

Responsibilities

Responsible for designing, developing, or facilitating the use of visual or electronic media. Determine effective method of delivering to include television, print, radio, posters, flyers, postcards, video, photographs or web for the target audience.

Researches, organizes, designs, writes & disseminates print related marketing and public relation activities designed to promote the brand, programs, and events associated with the College of Communication and Information. This includes but not limited to: developing newsletters, writing press releases and short stories, developing direct mail pieces, developing email communication, ad placement, and answering media inquiries.

Plans, develops, creates and maintains social media presence including taking/posting photographs and videos, posting event announcements and comments, and maintaining an active stream of dialogue. This includes tracking and analysis of social media activity with the intent to further both student recruitment and retention as well as facilitate alumni support.

Develops long-range public relations/marketing goals and strategies to present to deans and directors. Implements approved plans.

Develops and maintains relationships with other Florida State University departments and external stake holders. Maintains communications with project stakeholders as to content, proofing, editing, image use, and sponsor/donor credits.

Promotion of the College within the public and private K-12 school setting. Public and alumni outreach including event planning and coordination.

Responsible for media tracking of faculty activities such as research.

Manage, train, and advise student interns who aid in assisting the promotion of the College of Communication and Information.

Qualifications

A Bachelor's degree and two years of experience related to the duties of this position; or a high school diploma/equivalent and six years of experience in related to the duties of this position. (Note: post-high school education may substitute for experience at the equivalent rate.)

Communication experience that includes a blend of advocacy and media relations. A track record of positioning an organization to achieve tangible outcomes in a competitive communication environment.

Ability to coach and support senior leadership as spokespersons. Experience writing for both print and web and experience proofreading and editing others' writing.

Media relations experience including, but not limited to writing news releases and pitching stories to the media. Superior verbal and written communication skills.

Proficient in the use of a computer, specifically within the Microsoft Office software suite or comparable software, and with graphic and web programs, such as Adobe Photoshop, InDesign, Illustrator. Experience with web publishing software, such as WordPress.

Excellent project management and ability to balance competing priorities, complex situations and tight deadlines. Ability to work in both team environments and individually, dependent upon the circumstances and assignment. Outstanding interpersonal skills and ability to work with a diverse population of team members and constituents.

University Information

One of the nation's elite research universities, Florida State University preserves, expands, and disseminates knowledge in the sciences, technology, arts, humanities, and professions, while embracing a philosophy of learning strongly rooted in the traditions of the liberal arts and critical thinking. Founded in 1851, Florida State University is the oldest continuous site of higher education in Florida. FSU is a community steeped in tradition that fosters research, encourages creativity, and embraces diversity. At FSU, there's the excitement of being part of a vibrant academic and professional community, surrounded by people whose ideas are shaping tomorrow's news!

[Learn more](#) about our university and campuses.

Anticipated Salary Range

This position is anticipated to start in the mid 30's.

Schedule

If not otherwise specified, schedule is M-F, 8-5.

Criminal Background Check

This position requires successful completion of a criminal history background check. The background check will be conducted as authorized and in accordance with [University Policy 4-OP-C-7-B11](#).

How To Apply

If qualified and interested in a specific job opening as advertised, apply to Florida State University at <https://jobs.fsu.edu>. If you are a current FSU employee, apply via myFSU > Self Service.

Applicants are required to complete the online application with all applicable information. Applications must include all work history up to ten years, and education details even if attaching a resume.

Tobacco Free Campus

Effective January 1, 2014, tobacco use, including simulated tobacco use, is prohibited on property, interior and exterior, owned or managed by Florida State University. This [policy](#) applies to all Florida State University students, employees, consultants, contractors, visitors, and external individuals.

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