CLASSIFICATION SUMMARY

THE GEORGE WASHINGTON UNIVERSITY

Title: Marketing Communications Specialist, VA Campus

FLSA: Exempt
Code: 18SG
Grade: 17

BASIC FUNCTION AND RESPONSIBILITY

Provides comprehensive communications and research services that support the development and promotion of academic and research related programs that help achieve the mission of the Virginia Campus, to include interacting with senior-level staff and faculty to execute the effective communication of Virginia Campus programs, with particular emphasis on developing customer relationship management process, communications including public relations strategies in an effective and cost-efficient manner. Monitors and updates plans to ensure strategic competitive advantage in campus core program area and ensure process integrity and maximization of activities that benefit the campus.

ENTRY LEVEL QUALIFICATIONS

A Bachelor’s degree in a relevant field, or an equivalent combination of education, training and experience is necessary.

A minimum of three years professional marketing communications experience involving research-based communications techniques, the effective use of web-base/electronic communications tools, project management, and communications with media sources and corporate officials, is necessary.

Excellent written and verbal communication skill are necessary.

Proficiency with personal computers and computer software is necessary (e.g., MS Access, Word, Power Point and Excel).

The George Washington University is an Equal Opportunity/Affirmative Action Employer.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.