

CHARTER OAK STATE COLLEGE  
JOB OPPORTUNITY  
Sr. Associate, Marketing & Communications (P/T)

**PLEASE FOLLOW THE SPECIFIC APPLICATION FILING INSTRUCTIONS AT THE BOTTOM OF THIS PAGE!**

**Open To:** The Public  
**Location:** 55 Paul J. Manafort Drive, New Britain, CT 06053  
**Salary:** \$26.37/hr – 20 hrs/wk  
**Closing Date:** July 18, 2011

**General Knowledge:** Excellent communication skills including high level of writing proficiency; experience writing and producing collateral pieces; experience in online communications including ability to build and execute email campaigns; experience creating and placing ads; public & media relations skills; and overall ability to execute an integrated marketing communications plan. Contributes to the development of four to six annual marketing campaigns to attract prospective students and contributes to the development of department's annual marketing plan.

**Special Knowledge:** Writes and edits website copy and posts information to the web utilizing CMS (content management system) technology. Crafts and implements email campaigns for prospective students. Initiates and coordinates public relations efforts including writing and distributing press releases; maintaining media relationships and identifying potential news stories for the College. Utilizes College's public relations software to access database of local, regional and national media.

**Position Summary:** Writes and designs all admissions brochures, course catalogs and promotional pieces, both printed and electronic. Writes, develops content for and designs *Connections*, the College's newsletter for alumni. Conducts interviews, sources images and coordinates printing and mailing of newsletter, and its distribution via email and uploading to website. Works directly with graphic design firm to develop various creative pieces including newsletters, brochures, ads, course catalogs, etc. Manages all printing and mailhouse initiatives including procuring bids, coordination and oversight of jobs.

**Special Experience:** Utilizes Infomaker technology to pull lists and adapts email server technology to create and disseminate information to target audiences via email. Supports College events as needed such as creating e-vites and print invitations.

**Eligibility Requirement:** Bachelor's degree and a minimum of five (5) years of relevant experience.

Interested and qualified candidates who meet the above requirements should submit a cover letter and resume at [www.charteroak.edu/AboutUs/Employment](http://www.charteroak.edu/AboutUs/Employment) by July 18, 2011. No phone calls, please.

**AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER**

The State of Connecticut is an equal opportunity/affirmative action employer and strongly encourages the applications of women, minorities, and persons with disabilities.