

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

Hours:

Salary: \$27.17/hr – 20 hrs/wk

Closing Date: July 5, 2013

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.

Preferred Skills and Ability:

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. Writes all Admissions brochures, course catalogs and promotional pieces, both printed and electronic.

Position Summary: Writes and develops all admissions brochures, course catalogs and promotional pieces, both printed and electronic. Writes and develops content for *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 mail house initiatives including procuring bids, coordination and oversight of jobs. Supports College events as needed, participates in weekly marketing meetings and contributes to department's annual marketing plan.

Special Experience: Utilizes Infomaker technology to pull lists and adapts email server technology to create and disseminate information to target audiences via email. Writes bimonthly Alumni Spotlight, assists in crafting and editing messages for the President's Blog, contributes Facebook content, and works with Internet Marketing Associate to upload relevant communication to the Internet.

Substitution Allowed:

Eligibility Requirement: Bachelor's degree and a minimum of five (5) years of relevant experience. Ability to work independently and as part of a team.

Interested and qualified candidates who meet the above requirements can see complete job description and submit a cover letter and resume at www.chateroak.edu/AboutUs/Employment by July 5, 2013. 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.