

BRUNSWICK COMMUNITY COLLEGE

Job Description

Job Title: Marketing Assistant PR
Reports to: Director of Marketing

FSLA: Non-Exempt
Date: ASAP

The incumbent in this position is expected to support the College in achieving its missions and goals. Student focus, college service, and a willingness to assist as needed are expected from all employees.

GENERAL FUNCTION:

Under limited supervision, performs administrative, record keeping, and technical support to public relations and marketing outreach programs. Work involves an array of creative projects and marketing efforts to promote Brunswick Community College. Task may include but not limited to: copy writing, proof reading, creation of materials, meetings, photo shoots, and more.

ESSENTIAL DUTIES:

- Maintains administrative systems and organization of department resources including; inventory, media clip program, quote requests, PO's, and files
- Updates and maintains BCC website and social media accounts as directed
- Supports content creation efforts for BCC's digital properties
- Assists in the creation of promotional materials
- Tracks and manages the inventory of marketing materials and collateral
- Provides support to fulfill internal requests for PR and marketing materials, assists with photo shoots, appearances, and performs deliveries/errands and other duties as assigned
- Assists with scheduling, internal/external communications, preparation of documents and communications for projects

MINIMUM REQUIREMENTS:

- Advanced communication (written and verbal), organizational, and problem solving skills
- Strong interpersonal skills, including effective presentation and listening skills
- Ability to build and nurture internal relationships
- Solid understanding of core marketing principles
- Effective working in close team environment
- Detail orientated
- Must be able to manage multiple projects with ease
- Strong copywriting and proofing skills
- Computer proficient in Microsoft Office and Outlook

PREFERRED REQUIREMENTS:

- Adobe Creative Suite, WordPress
- 3 years or more Marketing experience

Salary range is determined by the candidate's education and experience related to higher education. Work hours are Monday through Friday, 8:00 AM to 5:00 PM with evenings and weekends as needed. A completed and signed Brunswick Community College application, transcripts, a letter stating your qualifications related to the position requirements, skills and abilities and résumé are required. Applications may be found online at www.brunswickcc.edu. Applicants should send all documents and inquiries to Employee Services, Brunswick Community College, PO Box 30, Supply, NC, 28462. Fax: 910-754-8229, Telephone: 910.755.7300.

BCC is an EOE Employer