

Human Resources  
POSITION DESCRIPTION (HR 120)

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<b>CLASSIFICATION:</b>	<b>Public Affairs/Communication Specialist II</b>	<b>DEPARTMENT:</b>	<b>University Marketing</b>
<b>WORKING TITLE:</b>	<b>Storytelling and Marketing Specialist</b>	<b>FLSA:</b>	<b>Exempt</b>
<b>INCUMBENT:</b>			

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**PURPOSE:**

The University Marketing department represents and promotes Cal Poly, increasing its visibility and supporting the institution's mission, vision, and goals. The unit creates the brand design, strategy, and campaigns to attract the best students, motivating parents, alumni and donors, and recruiting world-class faculty and staff.

Reporting to the Assistant Vice President for Creative Services, the Storytelling and Marketing Specialist works to support the University Marketing's mission and scope in the areas of marketing, publications, branding, and special projects.

Working closely with the Senior Editor and the Lead Video Producer, the Storytelling and Marketing Specialist works to identify, develop and coordinate the execution of stories from across the Cal Poly community for externally facing print and digital media. The position also develops content for publications, collateral materials and video content produced by the Creative Services team for university clients. Additionally, the Storytelling and Marketing Specialist is responsible for effectively managing marketing initiatives. The position develops strategic and integrated marketing communication plans and processes to address the goals of the department and university as a whole.

**DUTIES AND RESPONSIBILITIES:**

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

ESSENTIAL JOB FUNCTIONS Daily 90%

**Storytelling**

- Develop content ideas that convey the Cal Poly story in ways that build and deepen positive relationships with all key audiences.
- Ensure the tone and voice of all publications, videos and marketing materials developed by the Creative Services team are consistent and appropriate to the intended audience.
- Develop new outlets for Cal Poly marketing communications, including websites, social media and podcasts.
- Build and maintain a strong network of contacts across campus in an effort to unearth the university's most compelling stories.
- Research story proposals for Cal Poly Magazine and for various university video projects.
- Assist with the development of a story lineup for each issue of Cal Poly Magazine.
- Serve as primary project manager for university publications and video projects.
- Coordinate interviews and photo and video shoots.
- Write magazine stories, video scripts and other content.
- Interview interesting and noteworthy people in the Cal Poly community for written stories, videos and podcasts.
- Ensure appropriate research and fact-checking is performed for stories.
- Analyze the impact of stories Cal Poly publishes, using digital tools and soliciting audience feedback in an effort to continually improve the university's storytelling capabilities
- Assist with development of live speaker events to enhance and promote the university's print and digital content.
- Serve as a copywriter for the Creative Services department.
- Maintain relationships with contacts across campus to facilitate story development, execution and approvals.

**Marketing**

- Measure and report on performance of digital marketing campaigns and assess against goals (ROI & KPIs).
- Integrate digital marketing across all channels, advise on content strategy, develop and execute landing pages, strategize on email campaign messaging, and oversee campaign execution for social media advertising.
- Identify trends and insights, and optimize spend and performance based on insights.

- Advise on marketing strategy and execution among university departments and colleges, ensuring they are cohesive and align with the university brand and message.
- Identify segments and personas among all audiences under University Marketing's purview.
- Brainstorm new and creative growth strategies.
- Analyze and evaluate end-to-end customer experience across multiple channels and customer touch points.
- Evaluate emerging technologies for adoption where appropriate.
- Develop analytics reporting system for specific digital communications and platforms that demonstrate achievement of goals or progress/improvement.
- Serve as project manager for university publication-relations events.

#### OTHER JOB FUNCTIONS

As Needed

10%

- Perform other job-related duties and special projects as assigned.
- Attend training and maintain skill currency as appropriate to safely and effectively complete assignments.

#### **MINIMUM QUALIFICATIONS:**

**EDUCATION AND EXPERIENCE:** Equivalent to graduation from a four-year college or university and three years of progressively responsible experience in marketing and public relations, or a related field. A graduate degree in a related field may be substituted for one year of the required experience. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

#### **REQUIRED QUALIFICATIONS (SKAs):**

- Demonstrated knowledge in the development of editorial content and feature subjects.
- Working knowledge of copyright and other applicable laws pertaining to publications and the media.
- Demonstrated ability to work with vendors and contractors for publication-related supplies and services.
- Working knowledge of and ability to apply standard theories, practices, principles and techniques related to publication development.
- Working knowledge of journalistic research techniques and methods; ability to research and identify communication needs and target audiences.
- Thorough knowledge of web communication techniques, vehicles and formats. Ability to effectively use web technology to achieve communication goals.
- Advanced story development and journalistic writing and editing skills, and demonstrated ability to produce clear, concise, professional-quality documents for internal/external publication.
- Excellent communication skills; ability to effectively communicate information in a clear and understandable manner, both verbally and in writing.
- Thorough knowledge of English grammar, spelling and punctuation.
- Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the University with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.
- Demonstrated ability to keep abreast of campus events and subject matter expertise in relation to current events to identify and capitalize on media opportunities that will promote the university and increase positive media coverage.
- Ability to work independently in a highly collaborative, cross-functional teaming atmosphere.
- Demonstrated customer service experience requiring a very high level of diplomacy and professionalism.
- Demonstrated ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.
- Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
- Demonstrated ability to plan and execute effective social media campaigns on multiple platforms, such as Facebook, Twitter, LinkedIn, YouTube and Instagram.
- Demonstrated ability to maintain a high degree of confidentiality. Ability to adhere to the highest ethical standards.
- Ability to analyze situations, apply independent judgment, discretion and initiative to address problems and develop practical, thorough and creative solutions.
- Ability to interpret, communicate and apply policies and procedures.
- Excellent computer skills and proficiency with a variety of computer applications including word-processing, spreadsheets, databases, on-line systems, Internet as well as online calendaring and email.
- Working knowledge of or ability to quickly learn University infrastructure, policies and procedures.

#### **PREFERRED QUALIFICATIONS:**

- Demonstrated project management skills and ability to juggle multiple projects simultaneously in a deadline driven environment.
- Demonstrated experience with publications.

- Demonstrated experience with marketing campaigns and analytics.
- Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.

**SPECIAL CONDITIONS:**

- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to work overtime, occasional holidays, and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- Must be able to successfully pass a pre-employment background/fingerprint check.
- This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).