



## Cornell University Staff Compensation Program Generic Job Profile Summaries

### Communications Job Family: **Marketing Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA***

#### GENERIC JOB PROFILE SUMMARIES

| Specialty         | Marketing Specialist II<br>INDIVIDUAL CONTRIBUTOR                                                                                                | Marketing Specialist III<br>INDIVIDUAL CONTRIBUTOR                                                                                                                                                                             | Marketing Specialist IV<br>INDIVIDUAL CONTRIBUTOR                                                                                                                                  | Manager Marketing<br>MANAGEMENT                                                                                                                                                                                                                                   |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strategy</b>   | Assist in developing marketing strategies and plans for programs and services.                                                                   | Conduct market research; analyze and recommend strategic initiatives based on results.<br><br>Develop and recommend marketing strategies and plans for programs and services.                                                  | Conduct market research; analyze and develop strategic initiatives based on results.<br><br>Develop and execute approved marketing strategies and plans for programs and services. | Lead team in conducting market research; analyze findings and guide development of strategic initiatives based on results.<br><br>Provide oversight and direction for developing and executing approved marketing strategies and plans for programs and services. |
| <b>Analytics</b>  | Research, develop and maintain databases and/or datasets, queries and metrics to assist in decision-making.                                      | Perform complex data compilation and analysis to inform decision-making.<br><br>Develop descriptive and analytical reports, dashboards and visualizations to support planning around marketing recruitment efforts and trends. | Undertake data-driven marketing initiatives to inform marketing strategies.                                                                                                        | Responsible for data-driven marketing initiatives to inform marketing strategies.<br><br>Develop KPI's and benchmarks. Track metrics and report out to leadership to guide data-driven informed decision making.                                                  |
| <b>Operations</b> | Collaborate to create campaign development workflow processes with internal teams.<br><br>Produce marketing collateral across multiple channels. | Develop marketing campaigns using various mediums. Build and manage automated workflows.<br><br>Develop and produce marketing collateral across multiple channels.                                                             | Develop and implement marketing campaign strategy.<br><br>Develop marketing collateral across multiple channels.                                                                   | Develop and oversee the implementation of marketing campaign strategies.<br><br>Develop marketing collateral across multiple channels.                                                                                                                            |

| Specialty                    | Marketing Specialist II<br>INDIVIDUAL CONTRIBUTOR                                                                                                                                                        | Marketing Specialist III<br>INDIVIDUAL CONTRIBUTOR                                                                                                                                        | Marketing Specialist IV<br>INDIVIDUAL CONTRIBUTOR                                                                                                                                                                                                  | Manager Marketing<br>MANAGEMENT                                                                                                                                                                                                                                  |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                              | Assist with developing marketing activities for programs and services; collaborate with other teams to ensure marketing materials are produced and disseminated on time and with appropriate regularity. | Develop marketing activities for programs and services; collaborate with other teams to ensure marketing materials are produced and disseminated on time and with appropriate regularity. | Develop, implement and evaluate the marketing activities for programs and services; collaborate with other teams and/or outside vendors to ensure marketing materials are produced and disseminated on time and with appropriate regularity.       | Develop and oversee the implementation of marketing activities for programs and services; collaborate with other teams and/or outside vendors to ensure marketing materials are produced and disseminated on time and with appropriate regularity.               |
| <b>Project Management</b>    | Assist with developing and formalizing project requirements/scope; assign resources and set project deadlines.                                                                                           | Develop and formalize project requirements/scope; assign resources and set project deadlines; conceptualize project specifications.                                                       | Develop project scope including review of cost estimates and specifications for both short- and long-term projects; may work with leadership on scope development, tracking deliverables/approval, and communicating status; ensure needs are met. | Develop and manage project scope including review of cost estimates and specifications for both short- and long-term projects; collaborate with leadership on scope development, tracking deliverables/approval, and communicating status; ensure needs are met. |
| <b>Relationship Building</b> | Develop and maintain relationships with university partners, external partners and vendors.                                                                                                              | Develop and maintain relationships with university partners, external partners, and vendors.                                                                                              | Cultivate and maintain relationships with university partners, external partners, and vendors.                                                                                                                                                     | Cultivate and maintain relationships with university partners, external partners, and vendors. Assess planning needs and requirements to identify, design and implement effective solutions.                                                                     |
| <b>Branding</b>              | Ensure all services, projects, and programs align with the university's brand guidelines.                                                                                                                | Ensure all services, projects, and programs align with the university's brand guidelines and enhance the visibility of the unit's initiatives to strengthen brand awareness.              | Ensure all services, projects, and programs align with the university's brand guidelines and enhance the visibility of the unit's initiatives to strengthen brand awareness.                                                                       | Ensure all services, projects, and programs align with the university's brand guidelines and enhance the visibility of the unit's initiatives to strengthen brand awareness.                                                                                     |
| <b>Budget</b>                | Assist in creating and monitoring project budgets.                                                                                                                                                       | Create, manage and monitor project budgets.                                                                                                                                               | Create and manage annual budget.                                                                                                                                                                                                                   | Create, manage and oversee annual budget.                                                                                                                                                                                                                        |

JOB FACTOR PROFILE TABLE

| FACTOR PROFILE                                     | 12308 MARKETING SPECIALIST II, BAND E<br>EX                                          | 12310 MARKETING SPECIALIST III, BAND F                                               | 12311 MARKETING SPECIALIST IV, BAND<br>G                                             | 12312 MANAGER MARKETING, BAND G                                                      |
|----------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| MINIMUM EDUCATION<br>AND EXPERIENCE<br>EQUIVALENCY | Bachelor’s degree and up to 2 years relevant<br>experience or equivalent combination | Bachelor’s degree and 3 to 5 years relevant<br>experience or equivalent combination  | Bachelor's degree and 5 to 7 years relevant<br>experience or equivalent combination  | Bachelor's degree and 5 to 7 years relevant<br>experience or equivalent combination  |
| IMPACT                                             | Moderate impact                                                                      | Moderate impact                                                                      | Moderate impact                                                                      | Moderate impact                                                                      |
| CONTACTS - INSIDE                                  | Assist others<br>Cooperation of task completion                                      | Receive instruction<br>Provide information to immediate associates<br>and supervisor | Receive instruction<br>Provide information to immediate associates<br>and supervisor | Receive instruction<br>Provide information to immediate associates<br>and supervisor |
| CONTACTS - OUTSIDE                                 | Provide information that exists within pre-<br>established documents and or programs | Develop and make presentations and<br>negotiations                                   | Develop and make presentations and<br>negotiations                                   | Develop and make presentations and<br>negotiations                                   |
| CONTACTS - STUDENTS                                | Limited contact                                                                      | Limited contact                                                                      | Limited contact                                                                      | Limited contact                                                                      |

| FACTOR PROFILE            | 12308 MARKETING SPECIALIST II, BAND E<br>EX                                                                                                       | 12310 MARKETING SPECIALIST III, BAND F                                                                                                            | 12311 MARKETING SPECIALIST IV, BAND<br>G                                                                                                                          | 12312 MANAGER MARKETING, BAND G                                                                                                                                   |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SUPERVISION               | None given                                                                                                                                        | None                                                                                                                                              | None                                                                                                                                                              | Day –to-day supervisory direction to employees within the department                                                                                              |
| COMPLEXITY                | Frequently adapt, combine or make improvements in an existing service, product, process or program. Work requires reasoning skills and judgement. | Frequently adapt, combine or make improvements in an existing service, product, process or program. Work requires reasoning skills and judgement. | Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills. | Occasionally required to develop new, imaginative or innovative solutions, services, products, process or programs. Work requires sophisticated reasoning skills. |
| LEVEL OF DECISION MAKING  | Responsible for making some decisions which require consideration of various criteria                                                             | Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students                                 | Responsible for making decisions regarding policy-setting, research, planning, or students                                                                        | Responsible for making decisions regarding policy-setting, research, planning, or students                                                                        |
| FREEDOM OF ACTION         | General supervision<br>Some interpretation of established policies and procedures required                                                        | General supervision<br>Some interpretation of established work policies and procedures is required                                                | Very general Supervision<br>Interpretation of work policies and procedures required. May deviate from standard work practices                                     | Very general Supervision<br>Interpretation of work policies and procedures required. May deviate from standard work practices                                     |
| EFFECT OF DECISION MAKING | Directly affects a functional area<br>Minimal effect on students and employees                                                                    | Directly affect multiple functional areas<br>Limited effect on students and employees                                                             | Directly affect multiple functional areas<br>Limited effect on students and employees                                                                             | Directly affect multiple functional areas<br>Limited effect on students and employees                                                                             |
| WORKING CONDITIONS        | Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required    | Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required    | Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required                    | Normal working conditions including no or limited exposure to hazardous conditions/materials/ equipment. Safety gear may sometimes be required                    |