



Arkansas Division of Higher Education

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Johnny Key
Secretary

Maria Markham, Ph.D.
Director

November 4, 2022

The Honorable David Wallace, Chair
The Honorable David Hillman, Chair
Arkansas Legislative Council - Personnel Subcommittee
State Capitol Building
Little Rock, AR 72201

Dear Senator Wallace and Representative Hillman:

Black River Technical College (BRTC) requests the establishment of one (1) non-classified position from the Higher Education Central Pool authorized by Act 763 of 2019, ACA §21-5-1415. In accordance with the provisions of the act, we are forwarding our recommendation to you for consideration.

We recommend that the following be established from the Higher Education Central Pool:

Requested

Title: Project/Program Specialist
LIM - FY23: \$77,363
Salary - FY23: \$29,000 - \$34,000
Institution Match Rate % - FY23: 31%
Institution Match \$ - FY23: \$8,990 - \$10,540
Total Compensation - FY23: \$37,990 - \$44,540
Number of Positions: 1

Recommendation

Title: Project/Program Specialist
LIM - FY23: \$77,363
Salary - FY23: \$29,000 - \$34,000
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This position is requested due to a need for a position focused on marketing. This title is used at other institutions.

The Project/Program Specialist position will have a working title of a Marketing Specialist enabling a broader array of advancement activities to occur. Additionally, this will alleviate the need to hire two (2) people. The Project/Program Specialist will be responsible for all marketing, advertising, paid media and promotional item selection and management for the entire college and all its departments. He/She will support other advancement activities including Foundation events, photography and videography including managing the promotion for these activities and collaborating with community partners as needed to support and promote BRTC.

Sincerely,

Maria Markham, Ph. D.
Director

October 28, 2022

Dr. Maria Markham
Director Arkansas Division of Higher Education
423 Main Street, Suite 400
Little Rock, AR 72201

RE: Request for One Non-classified Positions from Central Pool

Dear Dr. Markham:

In accordance with Act 599 of 2017, ACA §21-5-1415, Black River Technical College is respectfully requesting (1) non-classified position from the Higher Education Central Pool. The position requested is Marketing Specialist.


Justification: Marketing Specialist:

After the retirement of the longtime Director of Marketing in 2020, the Director of Marketing position was given up and the Vice President of Institutional Advancement took on marketing duties. However, additional duties have been given to the Vice President including legislative liaison activities which usually occur in Little Rock and require frequent travel, additional community outreach and development across BRTC's 4-county service area, and proposal writing duties. These additions require a fulltime position to be devoted to marketing, advertising, and promotion. Before 2021, these duties were not performed at the college.

The Marketing Specialist position will be responsible for all marketing, advertising, paid social media, and promotional item selection and management for the entire college and all of its departments. Additional duties include supporting other advancement activities including Foundation events, taking and managing photos and video for promotion and college use, and working with community partners as necessary to support and promote BRTC.

BRTC appreciates your consideration in our request for approval of this Central Pool position. Please don't hesitate to contact me with any questions concerning this matter.

Sincerely,



Martin Eggenesperger, Ph.D., President, Black River Technical College



Division of Higher Education Non-Classified Central Pool Justification Form

Institution:	Black River Technical College	Date:	10/28/2022
Requested Authorized Title:	Project/Program Specialist	LIM:	\$77,363
Working Title:	Marketing Specialist	Estimated Salary Range:	\$29,000-\$34,000
Institution Match Rate %:	31%	Institution Match \$:	\$8,990-\$10,540
Total Compensation:	\$37,990-\$44,540	Number of Positions:	1

Board Approval Date: _____

Justification:

Please provide a detailed justification including enrollment growth, new programs, etc.

After the retirement of the longtime Director of Marketing in 2020, the Director of Marketing position was given up and the Vice President of Institutional Advancement took on marketing duties. However, she has had to taken on additional duties and is unable to keep up with the duties the Marketing Specialist will need to perform.



Division of Higher Education Non-Classified Central Pool Justification Form

Educational Requirements:

What are the educational requirements to perform this job?

The formal education equivalent of a two-year degree. Other work related experience may be substituted for all or part of this requirement.

What are the unique skills needed to perform this job?

- Excellent oral and written communication skills, able to speak and write clearly, with excellent grammar and mechanics; fast and accurate typing skills; ability to take notes and prepare meeting minutes;
- Must have initiative and problem solving skills; ability to work independently and make sound decisions with little supervision and guidance; manage and use time wisely; highly motivated to continuously seek out ways to improve performance of self, department and institution, and increase productivity;
- Ability to communicate effectively with co-workers at all levels of the organization and with members of the public;
- Customer service-oriented; patient, hard-working, friendly and outgoing; a team player that works well with others for the purpose of achieving common goals;
- Ability to proofread and edit marketing materials and other documents; knowledge of grammar, punctuation, and spelling
- Well-organized and detail-oriented;
- Proficient with email, word processing, spreadsheet and database programs, particularly with Microsoft Office and Adobe products including Photoshop and/or Illustrator other comparable software; comfortable learning new software programs ;
- Must be versatile with the ability to multi-task and perform a variety of duties;
- Basic understanding of office technology (computers, printers, copiers, fax machines);
- Ability to perform research and gather information and data necessary to make informed decisions, support initiatives, find solutions, and prepare reports; ability to find accurate information from reliable sources;
- Ability to maintain client confidentiality; and
- Performs well under pressure; ability to meet deadlines in an often fast-paced and demanding environment, with several projects going on at the same time.

Is certification required?

No

Duties:

Digital Media

- Creates and leads the management of all promotional video and audio digital media including mixed media items for IA, the College, and the Foundation;
- With the Communications Specialist co-coordinates all photography and video creation and editing as well as organization, storage, maintenance, and access;
- Keeps abreast of digital media trends in an effort to promote the college, its programs, and its



Division of Higher Education Non-Classified Central Pool Justification Form

degrees in part or as a whole;

- Assists the Communications Coordinator with social media design, strategy, and management, especially in the realm of promotion;
- Under the direction of the VP designs, plans, creates, and implements college-wide promotional and program promotional videos;
- Assists in organizing and managing data for internal IA and Foundation decision-making such as digital media and advertising trends, etc.;
- Assists the VP and Communications Coordinator with the website including training other users and website design, training those who manage social media accounts as needed, and with social media communication when necessary;
- Assist the Communications Specialist in maintaining and enforcing College and Foundation branding;
- Other duties as assigned.

Advertising and Promotional Activities

- Leads, creates, maintains, and manages all advertising and campaigns for the college, its departments, programs, and employees, and for the BRTC Foundation;
- Leads the selection of, design, ordering, and dissemination of promotional items for the College and Foundation;
- Assists the Director of Students in promoting the student discount program when necessary;
- Creates and maintains a marketing plan; and
- Performs yearly market research.

Other Responsibilities

- In collaboration with other IA staff, assists in managing print and digital media distribution;
- In collaboration with the VP, responsible for departmental budget tracking and adherence, departmental purchase order creation and management, departmental invoicing and filing, and maintaining inventory for the marketing department;
- Directs and conveys messages/visitors appropriately in person and via phone, social media, email, and website;
- Assists other members of IA in proofreading and editing communication, documents, and other materials;
- Assists the VP and the Communications Specialist with college signage;
- Assists the Development Specialist and other IA staff with Foundation event planning and implementation in collaboration with Foundation board members and other supporters;
- Assists IA staff in preparing for, running, and cleaning up at Foundation and College meetings and events as necessary;
- Assists in special event planning as necessary across campus, especially for events involving the community;
- Performs related responsibilities as required or assigned;
- Participates in the implementation of other major initiatives and events under leadership of



Division of Higher Education Non-Classified Central Pool Justification Form

the Office of Institutional Advancement.

Additional Information:

This will be a new hire.

After the retirement of the longtime Director of Marketing in 2020, the Director of Marketing position was given up and the Vice President of Institutional Advancement took on marketing duties. However, additional duties have been given to the Vice President including legislative liaison activities which usually occur in Little Rock and require frequent travel, additional community outreach and development across BRTC's 4-county service area, and proposal writing duties. These additions require a fulltime position to be devoted to marketing, advertising, and promotion. Before 2021, these duties were not performed at the college.

This position will report to the Vice President of Institutional Advancement.

Decision (for official use only)

Approved

Rejected

Approved with modifications

Deferred

Justifications:

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Signatures (for official use only)

Institutional Finance:		Date:	
ADHE Director:		Date:	