

Office of Communications and Marketing Job Type List + Timelines

Job Type	Description	Timeline
Catalog	Book/Catalog	3 months
Brochure	Brochure	1 month
Direct Mailer (Front and Back Only)	Direct Mailer (Front and Back Only)	2 weeks, greater than front and back then 1 month
Editorial	Web/print content	2 weeks
Publication/Magazine	Soundings, Impact, The Endicott Connection, Bridges etc.	3 months
Program	New program announcement, update to program page etc.	2 months
Photography	Photography	1 week notice
Social Media	Social Media Stand Alone	1 week notice
Web Graphics	Web Graphics	1 week
Video	Videography	2 months
Web Maintenance	Web Maintenance	1 week
Web Site	Website Redevelopment Only	Negotiated based on functionality
StrategyConDev	Strategy Concept Development	1 week
Faculty Profile	FacultyProfile	2 weeks
Events	Calendar Events	1 week
Media Relations/PR	Media Relations/PR	2 weeks notice
Advertisements	Advertisements (no print needed)	1 week