

Marketing / Communications Coordinator

Job Code: 6957

Salary Grade: S09

FLSA Status: Exempt

The following statements are designed to outline the general functions and typical responsibility levels associated with positions in this classification. They are not intended to serve as an exhaustive list of specific duties or requirements for individual positions assigned to this classification.

Duties and Responsibilities

Responsible for the development and promotion of marketing and public relations publications, campaigns, and projects. Creates messages for internal and external audiences.

- Provides assistance with marketing, event communication, publication development, and digital communications.
- Assists with the development and implementation of internal and external communications, to include but not limited to newsletters, email content, admission letters, scholarship notices, news releases, announcements, and marketing publications.
- Produces and edits content, including writing, editing and online posting of news articles, photographs and videos to web, and social media channels.
- Assists departments as they move into the Content Management System (CMS) and push migrations along.
- Performs research, analyzes data, and assists with development and implementation of communications, marketing, and media efforts.
- Participates in communication projects, ensuring that expectations are managed and work is completed in a timely manner.
- Performs various duties as needed to successfully fulfill the function of the position.

Minimum Qualifications

Education:

Required: Bachelor's degree in Marketing, Communications, Public Relations or a related field.

Equivalency/Substitution: Will accept 48 months of related experience in lieu of the Bachelor's degree for a total of 72 months of related experience.

Experience:

Required: 24 months experience in marketing, public relations or communications.

Certifications or Licenses:

- None

Verification of education and licensure (if applicable) will be required if selected for hire.

Knowledge, Skills, and Abilities

- Excellent written and verbal communication skills
- Highly organized and ability to handle multiple projects and deadlines
- Ability to work independently and as part of a team
- Excellent interpersonal skills, including working with a diverse group of faculty, staff and students
- Proficient in Microsoft Office (Word, Outlook, PowerPoint)

Working Conditions

Physical:

Must be able to communicate effectively and sit for prolonged periods. Frequent keyboarding. Ability to engage in repetitive motions.

Environmental:

Standard Office Environment. Frequent exposure to pressure caused by deadlines and busy periods. Ability to work effectively with a wide range of constituencies. Requires contact with other departments and University officials.

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