Title: Marketing & Promotions Coordinator

Pay Scale Group: 15

Essential Function
Under general supervision from a designated administrator, responsible for the development/implementation of marketing plans, public relations, advertisements, display needs, catalogs and special projects.

Characteristic Duties
• Develop, coordinate, implement and revise marketing plans and promotional materials.
• Develop customer and department profiles; plan ads and media mix.
• Assess, develop and coordinate public relations campaigns.
• Monitor, track and evaluate results; recommend changes.
• Compile, update and report marketing data related to advertising and marketing programs.
• Assist with the design, layout and writing of print materials.
• Prepare/submit for approval budget and quarterly revision.
• Recommend cost containment proposals where applicable.
• Coordinate/evaluate bidding process regarding advertising and promotional materials.
• Monitor progress/quality of bid packages.
• Ensure student artists meet quality and style work standards.
• Determine program schedules, deadlines, etc.
• May provide direct supervision to exempt and non-exempt staff (i.e., hiring/firing, performance evaluations, disciplinary action, approve time off, etc.).
• Perform related duties based on departmental need.

Minimum Qualifications
• Bachelor’s degree with three (3) years experience; -OR- Associate’s degree with five (5) years experience; -OR- seven (7) years experience. Degree must be in Communications, Education, Graphic Arts, Liberal Arts, Marketing or a related field. Experience must be in development and implementation of marketing and advertising plans. Experience may also require at least one (1) year supervision.

Last updated: 1-9-07

An affirmative action/equal opportunity institution