



I. **Title:** Marketing Coordinator

II. **Description/Scope:** The Marketing Coordinator oversees the operations of the Marketing Team. The Coordinator also provides artistic and marketing support for the area for the entire University Union and Student Engagement Center.

III. **Supervisor:** Marketing & Graphic Design Specialist

IV. **Pay Rate:** \$13.00/hour (effective fall 2023)

V. **Time Commitment:**

This position will require approximately 20-25 hours per week preferably between the hours of 8am-5pm. This position is also required to work during breaks fulfilling approximately 20 hours per week.

VI. **Responsibilities:**

- a. Coordinate the hiring, training, scheduling, delegation of projects, supervision, and evaluation of the Marketing Team.
- b. Serve as the primary liaison between the Marketing department and clients via email and phone calls.
- c. Use our designated Project Management program to delegate projects to various Marketing Team positions and keep tasks organized.
- d. Manage the University Union Marketing reservations schedule and communication with clients about their reservations. Ensure reservable items are delivered to clients in a timely manner, when applicable.
- e. Manage the University Union Marketing SharePoint site by ensuring files are consistently uploaded and organized.
- f. Create and send invoices to external clients and track external projects
- g. Order and sustain an adequate supply of design, computer, art and software materials as needed for preparation of graphic/promotional material.
- h. Perform basic web edits and provide recommendations for improvements on the University Union, Student Engagement Center, University Dining, and all constituent webpages.
- i. Maintain thorough records, binders, files of graphic/promotional projects, processes, and archives.
- j. Establish a schedule and procedure for any website maintenance to ensure all sites are kept as current as possible.
- k. Stay up to date on current marketing, design, web and social media trends and provide guidance on implementing appropriate practices in the Marketing department.
- l. Assist internal/external departments with marketing and public relations efforts (i.e. Student Engagement Center, Phoenix Club, Esports, Wellness Center).
- m. Knowledgeable about campus events, programs, and Union services.
- n. Completion of all other duties assigned by the Marketing & Graphic Design Specialist.

VII. **Qualifications:**

- a. Strong organizational skills, willingness to learn new programs, and enthusiastic to help or teach other team members.
- b. Strong verbal and written communication skills
- c. Familiarity with iMac operating systems
- d. Proficiency with Microsoft Office
- e. Experience working with social media platforms preferred
- f. Experience or familiarity with email marketing programs preferred