

I. Title: Marketing and Promotions Coordinator

II. Description/Scope: The Marketing and Promotions Coordinator supervises the Marketing and Promotions Team. The Coordinator also provides artistic, programming and marketing support for the area for the entire University Union.

III. Supervisor: Internal Support Manager and Associate Director of Internal Support

IV. Pay Rate: \$10.25/hour

**Compensation according to the University Union Wage Rate Guidelines (updated summer 2017)*

V. Time Commitment:

This position will require approximately 25 hours per week preferably between the hours of 8:00am-4:00pm. This position is also required to work during breaks fulfilling approximately 40 hours per week.

VI. Responsibilities:

- a. Coordinate the hiring, training, scheduling, delegating of projects, supervising, and evaluating of the Marketing and Promotions Team.
- b. Use a Project Management program to delegate projects to various Marketing and Promotions Team positions.
- c. Order and sustain an adequate supply of design, computer, art and software materials as needed for preparation of graphic/promotional material.
- d. Maintain thorough records, binders, files of graphic/promotional projects, processes and archives. Oversee student Web Developer and the Union websites, keeping up-to-date with the technological capabilities and changes of the UW-Green Bay Information Services division.
- e. Establish a schedule and procedure for any website maintenance to ensure all sites are kept as current as possible.
- f. Preserve a thorough understanding of social media, web and design program trends.
- g. Assist internal/external departments with marketing and public relations efforts (i.e. FOCUS R&R, Orientation and GB Week).
- h. Utilize University Union's style guidelines in every project completed by the Marketing and Promotions Team.
- i. Develop an agenda and lead the Marketing and Promotions Team weekly meetings.
- j. Knowledgeable about campus events, programs and Union services.
- k. Completion of all other duties assigned by the Internal Support Manager or the Assistant Director of Internal Support.

VII. Qualifications:

Must be proficient with Apple and Windows operating systems, MS Office Suite, Adobe Creative Suite, InDesign, and Photoshop.

Knowledge of Web languages (JAVA scripts, ASP.NET environment, computer hardware, software applications such as Dreamweaver, and structuring computer programs including authoring HTML documents and working with website development software) are preferred.

Must have experience working with Social media platforms.

Updated: 12/7/2017

Your University Union

