

JOB DESCRIPTION

Marketing Coordinator

Position Information

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

Modality: Onsite, In-Person

Supervisor: Marketing & Graphic Design Specialist

Pay Rate: \$13.00/hour (*effective Spring 2024*)

Time Commitment: 20-25 hours per week during the academic year and up to 40 hours during academic break periods

Responsibilities

- Serve as the primary liaison between the Marketing department and clients via in-person meetings, emails, and phone calls
- Coordinate the hiring, training, scheduling, delegation of projects, supervision, and evaluation of the Marketing Team.
- Use our designated Project Management program to assign projects to Marketing Team members and keep tasks organized.
- Manage the University Union Marketing SharePoint site by ensuring files are consistently uploaded and organized.
- Create and send invoices to external clients and track external projects
- Maintain thorough records, binders, files of graphic/promotional projects, processes, and archives.
- Establish a schedule and procedure for any website maintenance to ensure all sites are kept as current as possible.
- Stay up to date on current marketing, design, web and social media trends and provide guidance on implementing appropriate practices in the Marketing department.
- Assist internal/external departments with marketing and public relations efforts (i.e. Student Engagement Center, Phoenix Club, Esports, Wellness Center).
- Knowledgeable about campus events, programs, and Union services.
- Completion of all other duties assigned by the Marketing & Graphic Design Specialist.

Required Qualifications

- Sophomore or junior status at start of employment

- Familiarity with Adobe Creative Cloud applications (Illustrator, InDesign, and Photoshop) and graphic design best practices
- Excellent proofreading skills
- Excellent organizational and time management skills
- Excellent written and verbal communication skills
- Ability to work individually and collaboratively
- Ability to give constructive feedback

Preferred Qualifications

- Proficiency with graphic design tools, such as Adobe Creative Cloud applications or Canva
- Familiarity with macOS
- Major or minor in Graphic Design or Communications (Journalism, Mass Media, Public Relations, Social Media Strategy)

Updated: 02/20/2025