



JOB DESCRIPTION



INFORMATION			
Job Title:	<i>Marketing Coordinator</i>	Wkly. Hrs./Weeks:	40/52
		Pay Grade:	
Department:	Marketing	Classification	
Reports To:	Director of Communication	Effective Date:	07/01/2018

SUMMARY
<p>Within the University Marketing department, develops, directs and/or maintains a marketing program. Designs, writes and/or edits University-wide marketing materials such as, brochures, flyers, electronic media content and other documents. Assists departments in the development of marketing projects and planning to align with University marketing goals. Manages special University marketing events.</p>

ESSENTIAL FUNCTIONS
<ul style="list-style-type: none"> • Determines target markets to expand audience base, and conducts market research activities, including selection of appropriate media for distribution of information. • Distributes promotional materials, including flyers, and brochures; disseminates information via the appropriate media, including electronic media. • Monitors and evaluates program effectiveness, prepares program proposals, and produces periodic evaluation reports to management. • Works closely with departments in the development of specialized marketing projects; ensures marketing projects align with University-wide marketing goals, policies, and guidelines. • Negotiates with vendors and contractors to coordinate media cost, placement, and scheduling. • Designs, writes, and oversees the production of printed and electronic promotional materials including catalogs, brochures, flyers, and electronic content. • Provides support for promotional University-wide special events such as open houses, book signings, outreach and community events, tours, banquets, exhibits, product or service fairs, and athletic events. • May lead, guide, and train staff/student employees, interns, and/or volunteers performing related work; may participate in the recruitment of volunteers, as appropriate to the area of operation. • Assists in the development of the department budget; researches and prepares budget proposals. • Promotes community awareness of marketing programs. • Performs miscellaneous job-related duties as assigned. • Regular attendance is essential

COMPETENCIES
<ul style="list-style-type: none"> • Ability to plan and evaluate marketing programs. • Ability to plan, organize and coordinate media activities and special events. • Skill in the use of personal computers and related software applications. • Ability to use independent judgment and to gather, manage and impart information to the media and various other internal and external audiences. • Knowledge of marketing media and funding sources. • Knowledge of printing procedures and requirements. • Ability to create, compose, and edit written materials.

- Knowledge of data management techniques.
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.

QUALIFICATIONS

- Has a personal relationship with Jesus Christ and a demonstrated commitment to the doctrinal position of TMU&S and a continuous exhibition of a desire to minister and serve others in varied capacities.
- Must be able to get along with co-workers and the public.
- Education: Bachelor's degree preferred.
- Experience: 3+ years in a Marketing Department in an educational institution preferred
- Demonstrated ability to establish and maintain effective working relationships with staff, faculty, vendors, students, &/or community members of diverse academic, socio-economic, cultural, & ethnic backgrounds.
- Have computer proficiency.
- Basic mathematics and accounting knowledge is necessary.
- Excellent oral and written command of the English language is required.
- Ability to compose, proofread and edit correspondence.
- Possess excellent organizational skills.
- Exercise confidentiality, good judgment and discernment.
- Service oriented and able to interface with many people is mandatory.
- Multitasked in an environment with many distractions is a must.
- Reading and comprehending correspondence is imperative.
- Must successfully pass a background investigation.

WORKING CONDITIONS

- Working Environment: Mostly indoors in a typical office environment, with an occasional need to visit other areas on campus.
- Physical Demands: Must be able to lift, pull, push, grasp and bend while lifting up to 30lbs.
- Repetitive motions on a keyboard and looking at a computer monitor for an extended duration of time is required.
- Travel: Some travel involved including overnight stays.

ADDITIONAL INFORMATION

Minimum Conditions for Beginning Employment:

Prior to beginning employment, in accordance with The Master's University policy and/or under federal or state law, all employees must:

1. Sign and return an offer of "At Will" employment.
2. Present verification of their identity and authorization to work in the United States.

If, because of a disability, you need special services or facilities in order to apply or interview for this opening please contact the Human Resources department.

The Master's University & Seminary does not discriminate on the basis of race, color, national origin, ancestry, gender, age, marital status, veteran status or prior military service, medical condition, or any physical or mental disability. We are committed to practicing principles of equal employment opportunity and diversity based upon sovereign Biblical principles.

APPLICATION PROCESS

In order to be considered for a position, a completed Application for Employment must be submitted to the Human Resources office. The application may be picked up in person in the HR office or is available to be downloaded as a PDF from the web at <http://www.masters.edu/employment>. Your completed application may be dropped off in person, sent via fax (661.362.2717), email (humanresources@masters.edu) or regular mail (21726 Placerita Cyn Rd Box 41, Santa Clarita CA 91321).

Selection Process:

All applications are reviewed by the Human Resources department and where appropriate are forwarded for further consideration. Selected candidates will be invited for a personal interview at The Master's University or Seminary. Any expense incurred in connection with these interviews will be the responsibility of the candidates.

Application Procedures:

All documents included in your application remain the sole property of The Master's University & Seminary and will not be returned. Your file for this opening will not be considered unless all requested items are submitted and are complete.