



JOB DESCRIPTION



INFORMATION

Job Title:	<i>Marketing Coordinator</i>	EEOC Job Classification	Professionals
		FLSA Classification	Exempt
Department:	Marketing	W/C Classification	8868 – Administration/Faculty
Reports To:	Assistant Director of Marketing	Effective Date	2/25/2020

SUMMARY

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.

ESSENTIAL JOB FUNCTIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 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 other related duties as assigned.

QUALIFICATIONS

- Has a personal relationship with Jesus Christ and a demonstrated commitment to the doctrinal position of TMUS and a continuous exhibition of a desire to minister and serve others in varied capacities.
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Media relations skills.
- Ability to provide effective advice and counsel on strategic and/or critical communication issues and to exercise effective judgment.

- Ability to write executive-level communications for internal and external audiences.
- Ability to utilize effectively content-based information regarding the University.
- Knowledge of federal and state laws, regulations, and standards for the management and disclosure of public information.
- Ability to develop, direct, manage and evaluate strategic communications plans, programs and activities applicable to a University.
- Knowledge of strategic communication concepts, principles, methodology, and techniques.
- Knowledge of current and emerging communication issues and trends applicable to educational institutions.
- Knowledge of management principles and practices.
- Ability to develop, plan, and implement short- and long-range goals.
- Ability to supervise and train assigned staff including organizing, prioritizing, and scheduling work assignments.
- Skill in examining and re-engineering operations and procedures, formulating policy, and developing and implementing new strategies and procedures.
- Ability to develop, implement, and evaluate public opinion surveys and related data collection vehicles.
- Ability to foster a cooperative environment and to work in a collegial fashion with peers in other organizational units.
- Exercise confidentiality, good judgment and discernment

CONFIDENTIALITY

- This position may have access to and become acquainted with information of a confidential, proprietary or secret nature which is or may be either applicable or related to the present or future business of TMUS, its development or the business of its customers. Such trade secret information includes, but is not limited to, processes compilations of information, records, specifications and information concerning clients and/or vendors.
- All trade secret information is of great present or future economic and competitive value to TMUS. This trade secret information is generally not available to the public or known by competitors of TMUS.
- Employee must treat all trade secret information as confidential both during and after employment. Employee shall not disclose any of the above-mentioned trade secrets, directly or indirectly, or use them in any way, either during the term of employment or at any time thereafter, except for the benefit of TMUS and as required in the course of employment with TMUS. Employee shall not remove or otherwise transmit confidential, proprietary or secret information without express prior written consent of an authorized TMUS representative.

SUPERVISORY RESPONSIBILITY

- Oversee the direct reports within the Marketing department.
- Assign, plan, and oversee the work of assigned departmental staff.
- Conduct performance evaluations that are timely and constructive.

EDUCATION AND EXPERIENCE

- Bachelor's degree or equivalent experience
- Proficient in Microsoft Office Suite
- Must successfully pass a background investigation

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
- This position requires the ability to occasionally lift office products and supplies, up to 25 pounds.
- There are extensive travel requirements for this job.

ADDITIONAL INFORMATION

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

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.