**Marketing Coordinator Standard Job Description**

**Classification Title:** Marketing Coordinator

**FLSA Exemption Status:**Exempt

**Pay Grade:** 9

**Job Description Summary:**

The Marketing Coordinator, under general supervision, assists with the execution of marketing programs that enable programs, services, events and/or products to meet business objectives. Develops and implements marketing and promotions programs. Works to develop the execution of marketing and communication strategies to enhance brand image.

**Essential Duties and Responsibilities:**

**30% Marketing Strategy and Communications**

* Drafts, edits, and schedules select marketing communications for media placement across various channels such as web, print, email, and online.
* Implements a brand strategy and marketing plan.
* Conducts campaigns through various media channels to promote services, facilities, and conferences and build traffic.
* Develops and updates communication briefs and marketing plans based on project specifics.

**20% Campaign Analysis and Effectiveness**

* Conducts competitive benchmarking and analyzes campaign, program, and service effectiveness.
* Analyzes results to inform decisions regarding strategic marketing direction, product segmentation, and customer targeting.

**10% Event Planning and Execution**

* Plans and implements marketing program events, including conferences, marketing activities, brand experiences, meetings, and workshops.
* Executes campaigns to promote services, facilities, and conferences to outside stakeholders.

**10% Program and Budget Management**

* Assists in preparation and monitoring of budgets for marketing programs and brand engagement events.
* Assists in identifying funding opportunities and collaborates with partners for event support.
* Maintains program records and databases.

**10% Data and Quality Control**

* Assists in quality control of data and marketing materials.
* Provides program recaps and summaries with program statistics and data at the conclusion of activations.

**20% Duty Title (for the department's use)**

* Remaining Percentage Can Be Determined by Department to Meet Business Needs or Can Be Incorporated into Percentages Above.

**Qualifications:**

**Required Education:**

* Bachelor’s degree in Marketing or applicable field, or equivalent combination of education and experience.

**Required Experience:**

* Three years of related experience.

**Required Licenses and Certifications:**

* None

**Required Knowledge, Skills, and Abilities:**

* Ability to multitask and work cooperatively with others.
* Knowledge of word processing and spreadsheet applications.
* Strong verbal and written communication skills.
* Strong interpersonal and organizational skills.

**Additional Information:**

**Machines and Equipment:**

* Computer
* Telephone

**Physical Requirements:**

* None

**Other Requirements and Factors:**

* This position is security sensitive
* This position requires compliance with state and federal laws/codes and Texas A&M University System/TAMU policies, regulations, rules and procedures
* All tasks and job responsibilities must be performed safely without injury to self or others in compliance with System and University safety requirements

**Is this role ORP Eligible? If so, it needs to meet the criteria on the** [**Rules and Regulations of the Texas Higher Education Coordinating Board**](https://reportcenter.highered.texas.gov/reports/data/user-friendly-version-of-ch-25/)**.**

[ ]  **Yes**

[x]  **No**

**Does this classification have the ability to work from an alternative work location?**

[ ]  **Yes**

[x]  **No**