JOB TITLE: Marketing Coordinator  
DEPARTMENT: Admissions  
SUPERVISOR: Director of Admission  
FLSA STATUS: Non-Exempt - Temporary

MAJOR PURPOSE:
The Marketing Coordinator plans, coordinates and executes a comprehensive marketing campaign to support the recruitment efforts of the Undergraduate Admissions office. Functions as the liaison between the Marketing and Admissions Department ensuring proper communication on current projects, assisting the Marketing Department with branding of Undergraduate Admissions and overseeing the marketing/messaging strategy of the undergraduate admissions funnel via communication on flow on various platforms. The candidate will possess the skills to carry out brand-led marketing to support enrollment growth.

ESSENTIAL FUNCTIONS:
1. Plan, coordinate, and implement high-quality and effective marketing plan to assist recruitment and admissions office communication with prospective students, Jessup staff, and faculty.
2. Create and launch rich campaigns across all media platforms including rich graphics and branded messages.
3. Schedule daily/weekly/monthly eblast and text blast campaigns to specific group of students.
4. Coordinate Admission events: design and production while managing all project delivery elements within time limits.
5. Research marketing trends and practices.
6. Coordinate the creation of marketing materials (print, digital and web) focused on winning Jessup's local territory.
7. Create campaigns across all Jessup social media for strategic outreach to engage prospective students.
8. Perform other duties as assigned.

QUALIFICATIONS:

EDUCATION/CERTIFICATIONS
● Bachelor’s degree required

REQUIRED KNOWLEDGE/EXPERIENCE
● Computer software: Google Apps Suite, Microsoft Office Suite
● Database usage, knowledge SalesForce, TargetX

SKILLS/ABILITIES
● Has a committed relationship with Christ and committed to Jessup
● 1-2 years of planning/coordination/marketing experience desired
● Detail oriented
● Ability to connect with the current traditional undergraduate Jessup student population, as well as represent Jessup to prospective students and their families, high school and community college counselors, youth leaders and the community at large.
● An optimistic attitude; friendly and outgoing personality
● Willingness and ability to learn new programs

Revised 12/1/19
Commitment, diligence and punctuality – ‘extra mile’ attitude
● Self-initiated work ethic
● Ability to stay focused regardless of surrounding distractions

WORKING ENVIRONMENT:
The employee agrees to promote the values and mission of WJU as a private Christ-centered University and live a life consistent with biblical principles. The employee shall conduct himself/herself in a manner consistent with the Community Covenant and Statement of Faith. Additionally, the employee may play a formative role in the spiritual lives of students in a manner consistent with the Community Covenant and Statement of Faith. This may include leading devotions and/or spiritual formation groups and seeking other opportunities consistent with a biblical spiritual formation role.

WORKING CONDITIONS:
The employee is regularly in a typical, air-conditioned office environment with adequate light; moderate noise levels; and tile, concrete, and carpeted floors. There are no hazardous or significantly unpleasant conditions.

PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION:
While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit, and use hands to handle files, computers, and phones; reach with hands and arms; stoop, crouch and kneel. Frequent and regular repetitive movements required using the wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 50 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The above statements and job description are intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. William Jessup University maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.

I acknowledge I have reviewed the content of this job description and understand that to perform this job successfully, I must be able to perform the essential duties with or without accommodation. If I am requesting any reasonable accommodations in order to perform my job, I must immediately inform my supervisor or Human Resources.

________________________________  _______________________
Employee Signature               Date