

Sul Ross State University

Position Description

Official Title: Marketing Communications Coordinator – Small Business Development Center
Salary Group: 12 Exempt **Job Code:** 4016

Summary

Function: Marketing communications coordinator develops materials and interacts with internal and external clients to deliver an organization's messages to the public and the media.

Scope: Responsible for the organization and execution of communications and marketing activities in support of a university department/professional office.

Duties:

Provides leadership oversight, direction and coordination for communications and marketing functions of the department. Develops communications, public relations and marketing programs, determining appropriate communications outlets and events to increase knowledge and exposure for the department. Serves as the lead editor for all communications and publications. Writes, edits, formats and assembles documents and publications for the department, ensuring that they are in compliance with University standards and requirements. Serves as the website coordinator for the department. Develops, maintains and updates websites and all social media outlets; coordinates updates and content review and revisions; performs testing and quality control; ensures websites complies with University, System, and State mandates, guidelines, and legislation. Works with University Publications to create a uniform image and brand in support of the University's values and strategic priorities. Develops, cultivates and maintains internal communications networks within the department and the University community. Monitors budgets for communications and marketing project and programs. Networks with our stakeholders for sponsorships. Interfaces with the regional network office at the University of Texas San Antonio and must complete a certification process at UTSA. Is responsible for all of SR internal processes including making travel arrangements and purchasing requisitions. Responsible for personal safety and the safety of others; must exercise due caution and practice safe work habits at all times.

Periodic: Assists with special projects including quarterly and yearly reports. Assists the Program Support Specialist with those duties in the event of her absence, including the lunch hour. Will be cross trained to perform tasks using proprietary database NEOSERRA, keep various administrative and fiscal records; handle and maintain confidential loan package information. Serves as a secondary receptionist, handles registration money for trainings.

Non-Essential: Duties unique to the particular department and other duties as assigned.

Supervision

Received: General instructions and work periodically reviewed by department head.

Given: May supervise student and other part-time employees.

Education

Required: High school graduate or equivalent with business courses.

Preferred: Bachelor's degree in Communications, English, Journalism, Public Relations, Marketing, Information Systems or a related field from an accredited institution.

Experience

Required: Three years of experience in public relations, communications, writing/editing, marketing, web publishing or a related field.

Preferred: Experience in a higher education, government or nonprofit environment.

Equipment/Skills:

Must demonstrate understanding of the English language usage; writing styles, grammar, punctuation, and spelling. Must demonstrate superlative writing and verbal communications skills; have the ability to organize and track projects and tasks, to maintain time schedules, and to maintain attention to detail while managing multiple priorities. Demonstrated ability to develop and implement website improvements, learn and adopt the use of new software programs quickly and proficiently. Must have the ability to understand and creatively solve complex problems in a deadline driven environment.

Required: Standard office machines and computer skills; Excel, Publisher, Outlook and Microsoft Word.

Preferred: Drupal, Dreamweaver, Photoshop, Acrobat, Cold Fusion, or other web development software.

Working Conditions

Usual: Office conditions; standard hours. Some travel in the Middle Rio Grande Region is necessary. Position is Security Sensitive.

Any qualifications to be considered as equivalents, in lieu of stated minimums, require the prior approval of the Human Resources Director.

Date revised: September 15, 2014