



# Staff JOB DESCRIPTION

Form: HRF5005, Ver. 1, Revised 07/12/2013

DATE:	9/6/2017	POSITION #:	PA9970
NAME OF INCUMBENT(S):			
JOB TITLE:	PT Marketing Coordinator		
DIVISION:	Finance, Administration and Management		
DEPARTMENT:	Marketing & Communications		
PAY TABLE/LEVEL/GRADE:		REPORTS TO:	FA9859

**STATUS:** Please click the appropriate boxes that apply.

- |   |   |   |
|---|---|---|
| <input checked="" type="checkbox"/> Regular/Continuing          | <input type="checkbox"/> Temporary/Limited Duration | <input type="checkbox"/> Full-Time (40 hrs/wk)                      |
| <input checked="" type="checkbox"/> Bargaining Unit: <u>AFT</u> | <input type="checkbox"/> Individual Position        | <input checked="" type="checkbox"/> Part-Time: <u>28</u> Hours/Week |
| <input type="checkbox"/> Non-Bargaining                         | <input type="checkbox"/> Pooled Position:           |   |
| <input type="checkbox"/> Provisional/Grant Funded               | _____ No. of Employee if this position is pooled.   |   |

**JOB SUMMARY:** (This section should summarize the overall purpose (“mission”) of this job in 1-4 sentences. Briefly describe the primary reason the job exists at LCC.)

Plan, manage, execute, and evaluate all integrated marketing plans for the Marketing Department under the scope of established Brand Standards with a focus on support of institutional vision and goals. Extensive collaboration with various stakeholders throughout the college is required to accomplish regular tasks. Primary duties include providing marketing strategy and support for recruitment, retention, and all institutional enrollment management needs; marketing strategy and support for all development needs; assist with content creation for all marketing initiatives across various mediums; responsibility to maximize marketing effectiveness and efficiency through continuous research and analytics; and other duties as assigned by the Director of Marketing.

**DIRECT REPORTS:** (If this is a supervisory position (authority to hire, assign, discipline, approve timesheets), list position #s of those supervised).

**Direct Report(s):** Click here to enter position numbers. Use comma to separate

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** Identify and describe the essential duties and responsibilities, i.e., what actions are done and what are the expected results. Most jobs can be described using 5-10 statements. List in priority order, beginning with top priority/must get done, with approximate percent for each (e.g. 20% 1. reconciles grant fund expenditures to balance monthly budget). “Other duties, as assigned,” are implicit in all position descriptions.

%	No.	Essential Duties and Responsibilities
<b>50%</b>	1	<b>Strategic Planning, Development and Implementation</b>
		Develop, implement, and evaluate integrated marketing plans for recruitment, retention, brand management, and other projects as assigned with focus on trackable metrics designed toward attainment of institutional goals and vision.

		Management of digital marketing initiatives – SEO, behavioral targeting, geo-targeting, re-targeting, content marketing, etc. – for assigned campaigns with ability to demonstrate success in goal attainment through regular reporting that utilizing latest industry trends and standards.
		Negotiate media buys across all pertinent mediums to support multiple strategic plans.
		Actively seek to understand and implement marketing needs of internal college stakeholders.
<b>35%</b>	<b>2</b>	<b>Content Creation for Marketing Department Initiatives</b>
		Create copy for electronic and print publications, website content, internal communications, and advertising to maintain integrity of established Brand Standards.
		Utilize variety of writing styles, ranging from news reporting, advertising copy and social media to anecdotal observations of outcomes. Write in simple and clear manner with style and method both user friendly and optimized for latest digital search standards.
		Support video and broadcast initiatives of Marketing Department through script writing and storyboarding through established Brand Standards with a focus on support of institutional vision and goals.
<b>15%</b>	<b>3</b>	<b>Consumer Based Approach to Marketing</b>
		Plan, execute, and leverage market research to better understand and serve both existing and prospective student populations. Identify interest, messaging, demographics,
		Plan, executive, and leverage focus groups to measure effectiveness of marketing initiatives and identify continual improvement opportunities.

**CORE COMPETENCIES.** *Record the knowledge, skills and abilities necessary to perform the essential functions of this position. Provide descriptions of core competencies below (e.g. communication, customer service, decision-making, leadership, problem-solving, etc.). An incumbent or applicant must be able to demonstrate and results must be measurable.*

- Strong understanding of marketing principles with demonstrated execution.
- Demonstrated ability to develop and execute successful marketing plans.
- Knowledge of the college and its programs.
- Understanding of the students and the community which LCC serves.
- Excellent interpersonal skills in working with a large and diverse group of clients with sometimes conflicting priorities, requests and requirements.
- Ability to manage multiple priorities each under tight deadlines.
- Ability to work autonomously and/or collaboratively within a team.
- Exceptional writing and editing skills with ability to adhere to established Brand Standards.
- Working knowledge of Microsoft Office Suite.
- Familiarity with Adobe Creative Suite.
- Working knowledge of Google Analytics, and familiarity with other online marketing analytics.

**EDUCATIONAL/EXPERIENCE REQUIREMENTS:** *Identify the education and/or equivalent combination of education and experience, plus additional specific years of experience, certifications, licenses and/or special training required to perform the essential functions of this job.*

- Bachelor’s degree in Marketing, Advertising, Journalism or related field; OR Associate Degree in Marketing, Advertising, Journalism or related field and three years of progressive experience with at least one year being professional experience; OR three years of progressive professional experience in Marketing or related field.
- Master’s degree preferred.
- Progressive experience in Marketing, Advertising, Journalism or a related field; Three years professional experience preferred
- Demonstrated experience executing successful marketing plan; experience formulating and executing marketing plan preferred.
- Excellent written and verbal communication skills
- Demonstrated execution of marketing strategies through social media
- Demonstrated experience executing digital marketing strategies – behavioral, geo-targeting, SEO, etc.
- Demonstrated experience with content marketing.
- Experience working with AP Style.

**PHYSICAL AND MENTAL REQUIREMENTS:** Complete the physical and mental demands on the attached ADA Checklist that must be met to successfully perform the essential functions of this job. Mobility around the LCC campus is a normal part of the position's functions. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. **Go to the ADA Checklist.**

**WORK ENVIRONMENT:** Complete the work environment characteristics on the attached ADA Checklist that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. **Go to the ADA Checklist.**

<b>Incumbent's Name (if any).</b>		<b>Incumbent's Signature*</b>		<b>Date</b>	
<b>Supervisor's Name</b>		<b>Supervisor's Signature*</b>		<b>Date</b>	
<b>Dean/ELT's Name</b>		<b>Dean/ELT's Signature</b>		<b>Date</b>	
<i>Note: Signature means approval, otherwise return for signatures.</i>					
<b>Human Resources Rep.</b>		<b>HR Rep Signature</b>		<b>Date</b>	
<i>Note: Position description to be reviewed annually, upon posting or transfer of person or position.</i>					

## Lansing Community College

## ADA Compliance Job Description Checklist

The immediate supervisor is responsible for completion of this form. Fill in more information as needed that apply to the essential job duties of the attached job description.

<b>Position #:</b> <u>Enter Position #.</u>	<b>Date:</b> <u>Click to enter a date.</u>	<b>Supervisor's Position #:</b> <u>Enter position #.</u>
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### Materials Used:

#### Standard Office Equipment:

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Computer keyboard, mouse, screen (either desktop or laptop)            | <input checked="" type="checkbox"/> Paper and Pencil/pen           |
| <input checked="" type="checkbox"/> Various software (spreadsheet, word-processing, web-base, other media) | <input checked="" type="checkbox"/> Projector and Screen           |
| <input checked="" type="checkbox"/> Telephone, blackberry, fax   | <input checked="" type="checkbox"/> Copier, collator, reproduction |

Others, please list:

#### Standard Trades Equipment:

- |                                    |                                     |                                   |
|------------------------------------|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Carpentry | <input type="checkbox"/> Electrical | <input type="checkbox"/> Plumbing |
|------------------------------------|-------------------------------------|-----------------------------------|

Others repair/maintenance tools, please list:

#### Mental Functions:

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Comparing (compare/contrast data, people, things)                   | <input checked="" type="checkbox"/> Copying (entering, posting, transcribing data)              |
| <input checked="" type="checkbox"/> Synthesizing (combine data, concepts, interpretations)              | <input checked="" type="checkbox"/> Analyzing (examine, test data, present alternative actions) |
| <input checked="" type="checkbox"/> Computing (math calculations or carrying out formula operations)    |   |
| <input checked="" type="checkbox"/> Compiling (gathering, classifying, evaluating data, people, things) |   |

#### Auditory Functions:

- Talking (express ideas, thoughts, languages, conveying details, accurately, loudly, quickly)
- Hearing (receive details through oral communication, make fine differences in sound with other sound interference e.g. running machines, other people)

**Visionary Functions:**

- Near acuity (at 20 inches or less when minute accuracy is essential)
- Far acuity (more than 20 inches when day and night/dark conditions are essential)
- Depth perception (3 dimensional vision, judge distances, space)
- Color vision (distinguish colors)
- Field of vision (up-down and right-left)

**Smell and Tasting Functions:**

- Flavors & odors (distinguish similarities, differences, intensities, qualities using tongue & nose)

**Movement, Strength, Repetition Functions:**

- Climbing
- Kneeling
- Reaching
- Balancing
- Crouching
- Grasping
- Stooping
- Crawling
- Picking/Typing/Keyboarding
- Sedentary (exert up to 10 lbs of force to lift, carry, push, pull, move objects; sit most of the time)
- Light (exert up to 20 lbs of force to lift, carry, push, pull, move object; walk/stand occasionally)
- Medium (exert 21-50 lbs of force, walk/stand frequently)
- Heavy (exert 51-100 lbs of force, walk/stand routinely)
- Very Heavy (exert over 100 lbs of force, walk/stand routinely)

**Environmental Conditions:**

- Weather (rain, snow, wind)
- Vibrations
- Extreme cold (inside, outside)
- Hazards (fumes, odors, dust, toxic chemicals, allergens,
- Extreme heat (inside, outside)
- Extreme noises
- Confined/restricted spaces
- Hazards (fumes, odors, dust, toxic chemicals, allergens, poor ventilation, shock)