

MARKETING AND PROMOTION COORDINATOR*

Function of Job:

Under administrative direction of responsible official, to be responsible for coordination of the marketing program and promotional efforts of a college/university major unit or division.

Characteristic Duties and Responsibilities

1. Conduct appropriate marketing research to identify major market segments and trends, and prepare action plan based on findings.
2. Develop, implement and evaluate marketing and advertising strategy and programs.
3. Integrate the application of marketing principles into various segments of the unit's/division's operations, such as organizational planning, program development, registration, academic advising, student recruitment and retention, conferences, and client relations.
4. Oversee all unit/division promotional efforts, including preparation of promotional material, brochures and advertisements.
5. Assure that all related printing needs are met through the use of in-house or outside facilities, and supervise printers, artists and photographers, as required.
6. Work closely with other college/university deans and department heads in matters relating to marketing and promotion policies/procedures.
7. Supervise, hire, evaluate, train and assign work to all staff members, as assigned.
8. Perform other related duties as assigned.

Minimum Acceptable Qualifications:

1. Master's degree in Marketing or related field, and three years of related experience or Bachelor's degree in Marketing or related field and five years of experience.
2. Ability to deal effectively with the public and work cooperatively with internal staff.
3. Supervisory ability.
4. Marketing research and analytical skills.
5. Excellent communications skills, both oral and written.

2/28/85

System Approval

2/28/85

Effective Date

*Revised – Original approved 6/12/75 and revised 9/4/79 as “Marketing Coordinator.”

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.

