



DATE ISSUED: 08/07
FLSA: Exempt
PTO: VCS

JOB DESCRIPTION

TITLE

Marketing Associate

JOB SUMMARY

Assists the Associate Vice President for Marketing and Communication and the Director of Marketing in the strategic marketing of the university's mission and academic programs. Work is performed under general supervision and performance evaluation is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: The Associate Vice President for Marketing and Communication through the Director of Marketing

Supervises: No supervisory responsibilities

PRIMARY DUTIES - *May include, but not limited to the following:*

Assists the Associate Vice President for Marketing and Communication and the Director of Marketing in:

Planning general institutional and recruitment marketing campaigns.

Conceptualizing and producing marketing materials, including publications, ads, direct mail, electronic media (radio/TV) and Internet.

Researching marketing opportunities for target audiences.

Making marketing placements.

Assessing effectiveness of marketing placements.

Other duties as assigned.

ADDITIONAL DUTIES

Performs other duties as requested.

EDUCATION

Bachelor's degree in marketing, advertising, public relations or related field.

EXPERIENCE

Two years' experience and demonstrated proficiency in a position requiring comparable skills and results.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

Demonstrated ability to assist in planning and implement marketing initiatives.

Ability to multi-task and meet deadlines.

Ability to work effectively as a member of a creative team.

Ability to take direction and work independently.

Ability to meet performance goals.

Ability to organize work effectively, prioritize objectives and exercise independent judgment based on an understanding of organizational policies and activities.

Ability to establish and maintain effective work relationships with students, faculty, staff, and the public.

Ability to effectively communicate orally, by phone, in person, in writing and online.

Ability to use a personal computer and other office equipment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee must be able to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. The employee must have the ability to occasionally lift and/or move up to 25 pounds. Specific vision abilities include ability to distinguish the nature of objects by using the eye.

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WORK ENVIRONMENT

Employees are responsible for performing their duties in an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed primarily indoors in an office setting. The noise level in the work environment is low to moderate. Hands, body, and mind dexterity required. The employee may be required to travel.

SAFETY

Assists in the creation of a culture of safety and environmental protection by performing work safely in accordance with departmental safety procedures. Operates equipment safely and reports any unsafe work conditions or practice to supervisor.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____ **Date:** _____

Texas Woman's University strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate.

Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.