

5/1/12

POSITION ANNOUNCEMENT

730

TITLE: MARKETING COORDINATOR
DEPARTMENT: TITAN SHOPS
REPORTS TO: E-SERVICES MANAGER
HOURS: FULL TIME – 40 HOURS PER WEEK
SALARY RANGE: \$16.83 - \$21.63 / PER HOUR
FLSA STATUS: NON-EXEMPT

POSITION SUMMARY:

Under the direction of the eServices Manager, the Marketing Coordinator works with department managers to coordinate all annual marketing plans and the development of media to promote activities, track event performance and make recommendations.

ESSENTIAL FUNCTIONS:

- Works with each department manager to research, develop, execute and evaluate strategic marketing plans.
- Prepares annual marketing calendar and budget working with the eServices Manager and Director.
- Writes advertising and promotional copy as appropriate maintaining promotional files and advertisement history.
- Supervises the production of selected standard signage with the advertising coordinator and/or internal production capabilities.
- Responsible for store promotional communications and managing social media channels.
- Ensures proper and consist marketing and branding of Titan Shops throughout the operation meeting established standards. This may include assistance with planning and designing in-store displays and monitoring industry trends.
- Reviews all proofs for accuracy before presenting to departments for approval.
- Delivers completed materials to departments within specified timelines.
- Assist departments with soliciting vendors for co-op and marketing funds and maintain vendor files with current co-op information.
- Coordinates market research for assigned departments.
- Develops and maintains working relationships with customers, coworkers, vendors, student organizations, faculty, staff, and University personnel.
- Responsible for ensuring continued compliance with all local, state and federal laws and regulations.
- Other duties as assigned.

QUALIFICATIONS:

- Proficiency in Microsoft Word, Excel, PowerPoint and graphic design programs, along with experience in web development is preferred.
- Ability to supervise, train, manage multiple projects, establish priorities and evaluate staff assigned, along with developing work schedules to ensure adequate coverage for promotions and special events as needed. Should have strong interpersonal skills and ability to work independently.
- Ability to use a variety of survey techniques (focus groups, intercept interviews, web tracking, etc.) to monitor operational performance and gain customer feedback.
- Must be able to read, write and understand English. Requires the ability to follow verbal and written instructions, guidelines and objectives. Ability to write reports, business correspondence, and procedure manuals. Strong proofreading skills are required. Ability to effectively present information and respond to questions from employees, subordinates, vendors, other departments, customers and the general public.
- Requires understanding of financial record-keeping methods, procedures and practices. Ability to calculate figures and amounts such as discounts, interest, and percentages. Ability to apply concepts of basic math.
- Excellent logic skills required, including analytical thinking and sound reasoning.

- Must have a minimum of two (2) years experience and/or training in the field of marketing.
- Experience in an advertising agency environment or on a campus desirable.
- Demonstrate experience with social media. Supervisory experience preferred.

EDUCATION:

Bachelor’s degree required, emphasis in Marketing/Advertising, Communication/Public Relations or Graphic Design preferred.

PHYSICAL DEMANDS:

- Must have average levels of eye/hand/foot coordination. Must be able to use a computer. Requires the ability to use a variety of office machines and equipment.
- Physical demand requirements are at levels for sedentary work. Must be physically able to operate office equipment such as computers, copy machines, facsimile machines, and to operate a 10-key calculator. While performing the duties of this job, the employee is frequently required to sit; use hands to touch, handle, or feel objects; key pad or papers, book and reach with hands and arms. Employee is occasionally required to stand, walk.
- Must have the ability to talk (expressing and/or exchanging ideas by means of spoken words) and hear (perceiving sounds of nature by ear).
- Corrective vision to normal vision
- Hand and finger dexterity; Ability to bend, stoop, reach and lift 50 lbs
- To perform the essential duties and this position to standard consistently for a minimum of eight (8) hours daily

BENEFITS:

Health, dental, vision, life/AD&D, health care flex plan, LTD, educational reimbursement, vacation, sick leave, holiday, credit union and retirement plan. All benefits will be administered according to policies, summary plan descriptions, or procedures.

APPLICATION

PROCEDURE: Submit resume and application* to:

**CSU Fullerton Auxiliary Services Corporation (ASC)
Human Resources Department
2600 Nutwood Ave., Suite 275
Fullerton, CA 92831**

**Email: ascemployment@fullerton.edu
Fax: 657-278-1187**

***To obtain an ASC application, visit our website at www.csufasc.org. Go to “forms” and click on “application”. Be sure to print a copy of your completed application as the document will not save your information.**

If you are a qualified individual with a disability or a disabled veteran, you have the right to request an accommodation if you are unable or limited in your ability to use or access our career center as a result of your disability. To request an accommodation, contact a Human Resources Representative at ascemployment@fullerton.edu.

APPLICATION DEADLINE: Open until filled

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