Accountability
Reports to the Events and Marketing Coordinator

Responsibilities
The Marketing Coordinator is responsible for assisting with promoting the services and programs available through UR & SF. This includes promoting special events through use of social media and other avenues, taking photos and videos, and developing promotional media. This position works closely with the Graphic Design and Information Technology student staffs.

Specific Duties
• Assist with the planning and coordinating of campus promotions
• Utilize various promotional outlets such as the UWEC Master Calendar, social media, announcement screens, and printed material such as posters and table tents
• Keep accurate record of all departmental requests and follow-up with Graphic Design and IT
• Serve as a liaison to campus organizations and departments to assist with the coordination of joint events promotions and campaigns
• Plan, develop, design, and produce various print and media promotions
• Consult with departmental managers as appropriate to obtain pertinent information for design and production
• Edit, proofread and revise written materials
• Coordinate distribution of promotional materials around campus

Expectations
• Maintain a professional, shared workspace
• Be aware of on-campus and off-campus promotional outlets
• Strong verbal and written communication skills and leadership skills required
• Skilled in programming, active and passive promotions, social media, and marketing
• Criminal Background Check will be required

Qualifications and Salary
Applicants must be self-directed individuals with a strong work ethic, a positive attitude, good customer service skills and the ability to work well with others. Applicants must be at least a part-time student (6 credits for federal work study, 1 credit for non-federal) with at least two semesters remaining at UWEC.

Base Wage
Division II: $7.75 per hour

Revised August 2014 SJP