Job Description

Job Title: Marketing Coordinator
Department: 285 - Marketing/Communications
Job Category/FLSA: Full-time / Exempt
Accountability/Reports To: Sr. Director of Marketing/Public Relations (MarCom)
Supervises Staff: No
Security Sensitivity: Yes

Position Description

Create marketing communications in various media, which reflect the brand and mission of the College. Also responsible for special events management, tracking marketing data; maintaining promotional materials inventory; preparing reports and general marketing assistance. Advanced communication and organizational skills required.

- Self-starter
- Excellent writing skills
- Excellent interpersonal relationship skills
- Passionate about the mission of the College
- Understands fundamental marketing principles
- Able to see the big picture
- Works well under pressure; detail oriented
- Possesses a sense of ownership for position and work

Primary Responsibilities

- Create, edit and optimize content for marketing materials to include print and electronic press releases, media relations content, white papers, newsletter content and surveys.
- Develop creative story ideas.
- Ensure that messages are supportive of and consistent with CBS marketing strategies.
- Coordinate and implement events, provide outstanding customer service and build relationships.
- Create and manage event budgets, action plans task lists, calendars and event summary reports.
- Oversee production and mailing of all event-related correspondence.
- Develop and maintain a network of advertisers, vendors and other professional contacts to facilitate the event planning and promotions process.
- Assist Web Content Manager with social media outreach.
- Coordinate flow of information and communication and disseminate it according to plan/strategy.
- Work with manager and business units to determine event budget and manage expenses.
- Research media coverage and industry trends.
- Conduct media outreach.
- Provide support to Sr. Director of Marketing.

Required Qualifications

- 3+ years marketing, event planning and creative writing experience.
- Ability to work as a team member as well as independently.
- Ability to work with staff and volunteers from diverse backgrounds.
- Passionate about CBS mission and vision.
- Work well under tight deadlines and pressures.
- Flexibility and adaptability.
- Be a committed Christian and in good standing with a local church.
- Be in agreement with the doctrinal statement of CBS and able to sign the statement without reservation.
- Ability to learn new software including Razor’s Edge.

Preferred Qualifications

- Bachelor’s degree preferred; significant work experience can substitute for the degree.
- 2+ years experience with Razor’s Edge.
- Bilingual in English/Spanish with college level Spanish.

Equipment, Skills & Knowledge Needed to Perform Job

- Proficiency with MS Office including Excel and Power Point.
- Excellent communication skills, including writing and proof reading.
- Positive attitude with a cooperative spirit.
- Disciplined and focused from beginning to end of project with minimal supervision.
- Fantastic customer service ethic, high professionalism and high expectations for quality.
- Must be well organized and detail-oriented.
- Ability to manage multiple projects and work assignments simultaneously.
- Valid Driver’s License.
Working Environment

- Office and academic environment, 4-ten hour day work week (Monday – Thursday)
- Occasional evening and weekend work.
- Sit, stand and walk while performing duties.
- Talk and listen via face-to-face contact and by phone.
- May lift or move up to 35 pounds.

Statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel. Furthermore, this job description does not establish a contract for employment and is subject to change at the discretion of CBS.