



**University of Texas at El Paso  
Job Description**

**Job Code:** 8350  
**Job Title:** Program Coordinator (Marketing)  
**Department:** Job may be available in different departments/divisions  
**Reports To:** In accordance with specific departmental policies  
**FLSA Status:** Exempt  
**Prepared By:** Human Resource Services  
**Creation / Revision Date:** December 13, 2010

**Summary:** Manages and coordinates activities related to the production of graphic, communication and electronic publications aimed at the recruitment and retention of university students.

**Note:** The primary accountabilities below are intended to describe the general content of and requirements of this position and are not intended to be an exhaustive statement of duties. Incumbents may perform all or some of the primary accountabilities listed below. Specific tasks or responsibilities will be documented in the incumbents' performance objectives as outlined by the incumbents' immediate supervisor or manager. This position is security-sensitive and subject to Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. Must possess a valid driver's license issued by the State where the applicant resides and must be insurable as defined in the UT System BPM 16-05-02, as applicable to the performance of essential duties and responsibilities of the position.

**Statement of Duties and Responsibilities:**

Coordinates the development and execution of marketing plans and programs, both short and long range, to ensure the profitability and expansion of the department.

Researches, analyzes, and monitors financial, technological, and demographic factors in order to capitalize on market opportunities and minimize the effects of competitive activity.

Coordinates and oversees the organization's advertising and promotion activities including print, electronic, direct mail, and review media.

Communicates with outside advertising agencies on ongoing campaigns.

Works with program coordinators, graphic designers, print shop, mail services, and newspaper to compile publications' information and distribution resources; oversees copywriting, design, layout, and production of promotional materials.

Develops and recommends pricing strategy for the organization which will result in the greatest share of the market over the long run.

Achieves satisfactory profit/loss ratio and share of market performance in relation to pre-set standards and to general and specific trends.

Ensures effective control of marketing results and that corrective action takes place to be certain that the achievement of marketing objectives are within designated budgets.

Evaluates market reactions to advertising programs, merchandising policy, and content and design of publications to ensure the timely adjustment of marketing strategy and plans to meet changing market and competitive conditions.

Recommends changes in basic structure and organization of marketing group to ensure the effective fulfillment of objectives assigned to it and provide the flexibility to move swiftly in relation to marketing problems and opportunities.

Submits Public Service Announcements to the media for promotion specific programs; represents the department in issues dealing with the media and promotes media relations.

Compiles and submits reports as required by management, state, local, and federal regulatory agencies.

Participates in various committees, professional trainings, industry conferences, and conventions.

Oversees the planning, development, and production of graphics and electronic materials aimed at the recruitment and retention of university students; reviews and approves final graphics production.



Provides subject matter expert feedback and information to enrollment services units and staff during the development of new recruitment and outreach materials.

Designs production workflow system and maximizes productivity through proficient use of appropriate software applications and computer hardware options; assesses equipment, space, and staffing requirements

Establishes goals and objectives for design and production of enrollment services published and electronic communication pieces; develops and approves schedules, priorities, and procedures for meeting quality standards and production deadlines.

Researches, plans, and implements new operating and production methods aimed at continuous improvement; researches and prepares operating and production procedures and reports.

Monitors compliance with Enrollment Services and University policies and procedures; develops and evaluates budget requests specific to production of recruitment communications and outreach materials.

Coordinates with the University Communications and Marketing unit on an on-going basis. Understands department's role in accomplishing the University's mission.

Plans, assigns, and supervises the work of assigned personnel; prepares work schedules and assigns duties to operations personnel to ensure efficient operation; identifies areas of needed change and makes recommendations to improve operations.

Acts as liaison between department and internal or external customers as related to the design and production of communication materials aimed at the recruitment and retention of university students.

Directs employee training to improve efficiency and ensure conformance to standard procedures and practices.

Conducts staff meetings of assigned personnel, or confers with subordinate personnel and management to discuss operational problems or explain procedural changes or practices. .

Researches and develops resources that create timely and efficient workflow; ensures procedure manuals are generated and maintained.

Reviews production outputs to ensure completeness, accuracy, and timeliness.

Knowledge of all Microsoft Office software and able to learn and use institutional software systems.

Complies with all State and University policies.

Other duties may be assigned.

**Supervisory Responsibilities:** No supervisory responsibilities.

**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Minimum Education required:** Bachelor's degree from four year college or university within area of assigned responsibility.

**Minimum Experience required:** Three years of related experience to the statement of duties and responsibilities; or equivalent combination of education and experience.

**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 is occasionally required to stand; walk; reach with hand and arms; and stoop, kneel, crouch or crawl. The employee is regularly required to sit. The employee is frequently required to use hands to feel; and talk or hear. The employee must occasionally lift and move up to 10 pounds. Special vision requirements for this position include close vision; distance vision; color vision; peripheral vision; depth perception; and ability to adjust focus.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.