

THE UNIVERSITY OF WYOMING JOB DESCRIPTION

This is a description of a staff position at the University of Wyoming not a job opening announcement. Look for current job openings at the following link: [UW Human Resources](#).

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Title: COORDINATOR, MARKETING

Reports To: Designated Supervisor

UW Job Code: 3708

UW Job Family: 3D – Media/Communication/Art

SOC Code: 27-3031

FLSA: Exempt

Pay Grade: 19

Date: 6-1-96 (revised 7-1-02; 1-10-03; 7-1-04)

JOB PURPOSE:

Coordinate marketing/promotional efforts for designated area; and design and produce graphics for promotional materials.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Coordinate marketing campaigns and graphics for promotional materials for a designated area.
- Design and produce graphics for promotional materials by using creative and technical abilities including the use of computers and desktop publishing techniques.
- Prepare camera-ready art for advertising and promotional materials.
- Supervise the production of artwork manufactured within the designated area; monitor the design of all supporting material so that all promotions maintain consistency in theme and focus.

SUPPLEMENTAL FUNCTIONS:

- Serve as a design and production consultant to University personnel as directed.
- Assist supervisor or independently give presentations.
- Establish and maintain documentation/records.

COMPETENCIES:

- Attention to Detail
- Consistency
- Technical/Professional Knowledge
- Independence
- Formal Presentation Skills
- Negotiation

MINIMUM QUALIFICATIONS:

Education: **Bachelor's degree in Art, Marketing, Communications, or a related field**

Experience: **1 year work-related experience**

Required licensure, certification, registration or other requirements: **None**

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- Marketing principles, practices, concepts, methodology and techniques.
- Graphic design, layout and production.
- Computer and desktop publishing techniques.
- Current and emerging industry requirements and practices in area of marketing expertise.
- Advertising and promotion principles, practices, concepts, methodology and techniques.
- Supervisory methods and techniques.
- Data management and tracking.

Skills and Abilities to:

- Operate computers to design graphics and other printed material.
- Demonstrate artistic and creative skills, while meeting deadlines.
- Adjust focus, identify and distinguish between colors, and judge distance and spatial relationships.
- Communicate effectively, both orally and in writing.
- Organize resources and establish priorities.
- Develop, plan, and implement short- and long-range goals.
- Supervise and train staff, including organizing, prioritizing, and scheduling work assignments.
- Use personal computers and related software applications.
- Foster a cooperative work environment.
- Interpret departmental needs and directions, assess capacity, and plan, develop, and implement appropriate marketing strategies.

WORKING CONDITIONS:

No major sources of discomfort, standard office environment.

Authorized by Classification/Compensation, Human Resources

Employees may be requested to perform job-related tasks other than those specifically presented in this description. Participating in the University's hazardous waste minimization program is part of the job of each employee who uses (or may come in contact with) hazardous materials. Fair Labor Standards Act (exempt/non-exempt) is designated by position. University of Wyoming actively supports Americans with Disabilities Act and will consider reasonable accommodations.