

### University Information

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| <b>Org/College:</b>               | <a href="#">University College</a> | <b>Department:</b> | <a href="#">Orientation Services</a> |
| <b>UI Job Code:</b>               | PMM1                               | <b>Pay Level:</b>  | <a href="#">3A</a>                   |
| <b>Job Function:</b>              | Marketing, Comm & Outreach         | <b>Job Family:</b> | Marketing                            |
| <b>University Classification:</b> | Marketing Coordinator              |                    |                                      |

### Department Information

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| <b>Org/Dept/Sub-dept #:</b>                         | 35-0195-00000  |
| <b>Position #:</b>                                  | 00251920   |
| <b>Working Title (if applicable):</b>               | Marketing Coordinator, Orientation Services and University College   |
| <b>This Position Reports to (Title/Position #):</b> | Director, Orientation Services   |
| <b>Position Has Administrative Supervision?</b>     | No   |
| <b>Position Overview:</b>                           | The Marketing Coordinator will carry out various communication and marketing tasks to support the transition of new students and families to the University of Iowa.   |
|   | Working with the Director of Orientation Services and other University College staff, this position will develop and maintain content on the New Students website; oversee the creative process for print, and other marketing outreach for Orientation Programs, On Iowa! welcome week, Success at Iowa, and the First Gen Hawks programs; assist with email campaigns within our customer relations management (CRM) system; and overseeing purchasing of giveaways and promotional items for all of our programs. This position will also build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification. Additionally, this position may be involved in managing video projects (including student staff) and working with other departments to provide support for various orientation and transition projects. |
|   | The Marketing Coordinator also plays a role in orientation programs and On Iowa! and will be expected to develop knowledge of transition programs while building relationships with incoming students and families and representing the University of Iowa in a positive way. This position focuses support on Orientation Services and University College units and initiatives as a whole.   |
|   | Success in this position will require excellent writing skills, data-informed decision making, strong time-management skills, accuracy and attention to detail, a knowledge of or ability to learn new technologies, and an understanding of our core audience.  |

### Position Information

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| <b>Key Areas of Responsibility</b>   |
| <p><b>Research and Analysis:</b> (PMM1)<br/> <i>Provide ideas and assist in brainstorming sessions. Perform basic data analysis and research specific questions and/or tactics for marketing plan. May provide routine tracking reports.</i></p> <ul style="list-style-type: none"> <li>• Develop methods for measuring impact and tracking analytics of communication, marketing and social campaigns, and report outcomes accordingly.</li> <li>• Review data as it relates student and family transition and recommend appropriate action/communication.</li> </ul> |
| <p><b>Marketing Plan:</b> (PMM1)<br/> <i>Develop and perform specific tasks related to marketing plan (e.g., write advertising copy, design brochures, create video, prepare draft brief, etc.).</i></p> <ul style="list-style-type: none"> <li>• Assist with managing communication and marketing campaigns for various populations attending orientation and On Iowa!</li> <li>• Review and edit print materials for all programs.</li> <li>• Establish schedules and benchmarks for projects and track projects through completion.</li> </ul>                      |
| <p><b>Brand Management:</b> (PMM1)<br/> <i>Understand the principles of brand management and demonstrate brand consistency in assigned projects.</i></p>   |

- Develop and manage content for the New Students website and assist with the UCOL website.
- Build and develop relationships with incoming students/families.
- Staff orientation programs and On Iowa! week as needed.
- Conduct outreach on social media regarding questions, comments, or concerns.
- Assist with responding to office email accounts

**Project Management:** (PMM1)

*Organize and monitor project work. Track progress and ensure timeliness of completion.*

- Develop, manage, and schedule content for various social media platforms, including Facebook, Twitter, Instagram, YouTube, and others.
- In coordination with Director, plan and implement communication and marketing tactics that support new student and family transition to the University.
- Provide logistical support for various orientation projects involving other departments.
- Manage video projects

**Financial Responsibility:** (PMM1)

*Provide input to the budget development process. May monitor accounts/ expenditures for a selected project or program.*

- Coordinate purchasing of giveaways and promotional items for all of our programs and work with licensing when appropriate

**Supervision/Leadership:** (PMM1)

*May provide direction, assignments, feedback, and coaching to assure outcomes are achieved.*

- Provide functional supervision of student employees.
- Seek opportunities to enhance professional skills and knowledge.
- Serve on University committees as assigned.
- Other duties as assigned.

**Universal Competencies**

**Diversity, Equity and Inclusion**

[Proficiency Level:](#) BASIC

*Ability to work with individuals and groups in a constructive and respectful manner while appreciating the unique contribution of an inclusive workforce that brings together the talents of people across multiple identities (race, creed, color, religion, national origins, age, sex, pregnancy, disability, veteran or military status, sexual orientation, gender identity, or associational preferences).*

- Articulates the University's commitment to diversity, equity and inclusion as it relates to their role at the university.
- Demonstrates civil and respectful behaviors in support of the UI Human Rights policy that prohibits any differences in treatment that deprives the person of consideration as an individual.
- Demonstrates a willingness to examine one's own biases, assumptions, and attitudes.
- Knows where to find diversity-related organizational policies, procedures, and resources.

**Collaboration/Positive Impact**

[Proficiency Level:](#) BASIC

*Ability to work with a variety of individuals and groups in a constructive and civil manner and utilize existing resources and learning to achieve or exceed desired outcomes of current and future organizational goals/needs.*

- Grasps the inevitability and challenges of change and adapts accordingly, utilizes learning opportunities to prepare for changing work, methods and work environment.
- Demonstrates civil and respectful behaviors valued within the organization.
- Provides and accepts ideas and suggestions in a constructive and helpful manner.
- Exhibits good teamwork, is approachable, cooperative, and contributes to an overall positive and productive work/team environment.

**Service Excellence/Customer Focus**

[Proficiency Level:](#) BASIC

*Ability to meet or exceed customer service needs and expectations and provide excellent service in a direct or indirect manner. Ability to effectively transmit and interpret information through appropriate communication with internal and external customers.*

- Consistently provides excellent service.
- Manages customer expectations and takes responsibility to enhance service excellence.
- Communicates understandably; uses appropriate words, grammar and mannerisms in all mediums.
- Seeks feedback on communication style and effectiveness.

As part of performing the key areas of responsibility and competencies described above, staff members are expected to meet reasonable standards of work quality and quantity, as well as expectations for attendance established by their supervisor. Staff members are also expected to comply with policies governing employee responsibilities and conduct, including those contained in the [University Operations Manual](#)

## **Position Technical Competencies and Proficiency Levels**

### **Marketing Channels**

Proficiency Level: BASIC

*Knowledge of marketing options and opportunities; ability to advertise an organization's products, services and brand through various channels.*

- Identifies primary marketing channels used by the organization.
- Cites examples of marketing channels for specific products or services.
- Locates market data, planning tools, and expert resources when analyzing channel strategies.
- Summarizes key features of common marketing channels.

### **Marketing Function**

Proficiency Level: BASIC

*Knowledge of the major responsibilities, accountabilities, and organization of the marketing function or department; ability to execute effective marketing plans and strategies.*

- Explains the role and contributions of the marketing function.
- Identifies major tasks and responsibilities of a marketing function or unit.
- Identifies the basic tools used by marketing professionals.
- Describes the role of technology in marketing.

### **Marketing Tasks and Activities**

Proficiency Level: WORKING

*Knowledge of and ability to identify customer needs and arrange goods and services to fulfill those needs.*

- Performs work within a marketing function or department.
- Adheres to organizational standards and procedures for the current marketing plan.
- Researches locally relevant marketing plans and strategies and their purpose and intent.
- Implements marketing support tools and vehicles.
- Assists in documenting organization-specific practices for developing a marketing plan

### **Marketing Strategy and Positioning**

Proficiency Level: WORKING

*Knowledge of and ability to use business models to develop and implement marketing strategies, objectives, and tactics as well as establishing a communications plan.*

- Implements marketing strategies within the organization.
- Utilizes a specific approach for gathering input from customers and market makers.
- Utilizes different tools or techniques to identify key product features.
- Explains the contribution of market research and cost factors to market strategy.
- Documents common issues and considerations for new product introductions.

### **Effective Communication**

Proficiency Level: WORKING

*Understanding of effective communication concepts, tools and techniques; ability to effectively transmit, receive, and accurately interpret ideas, information, and needs through the application of appropriate communication behaviors.*

- Makes oral presentations and writes reports needed for own work.
- Avoids technical jargon when inappropriate.
- Looks for and considers non-verbal cues from individuals and groups.
- Listens to feedback without defensiveness and uses it for own communication effectiveness.
- Delivers helpful feedback that focuses on behaviors without offending the recipient.

### **Resource Management**

Proficiency Level: WORKING

*Plans, mobilizes and distributes resources to fulfill business objectives and plans.*

- Specifies the critical resources required to accomplish the team's objectives.
- Initiates requests for required resources.
- Allocates team resources responsibly and equitably.
- Calculates resource usage to set a baseline for comparison.
- Surfaces opportunities to improve resource utilization.

### **Decision Making and Critical Thinking**

Proficiency Level: WORKING

*Understanding of the issues related to the decision-making process; ability to analyze situations fully and accurately and reach productive decisions.*

- Assists in assessing risks, benefits and consideration of alternatives.
- Participates in documenting data, ideas, players, stakeholders, and processes.
- Applies an assigned technique for critical thinking in a decision-making process.
- Recognizes, clarifies, and prioritizes concerns.
- Identifies, obtains, and organizes relevant data and ideas.

**Project Management**

Proficiency Level: BASIC

*Ability to plan, organize, monitor, and control projects, ensuring efficient utilization of technical and administrative resources, to achieve project objectives.*

- Understands the concepts of phase, activity, task, and deliverable.
- Can explain the concept of critical path.
- Can explain key objectives, phases, and deliverables of a current project.
- Identifies project management tools and requirements within own function.

**Organizational Communications**

Proficiency Level: WORKING

*Knowledge of and ability to utilize the means, tools, techniques and media to communicate information about the organization internally and externally.*

- Explains the rationale for major organizational communication initiatives.
- Participates in developing and coordinating a communications event or campaign.
- Implements the major communications activities within the organization and helps support these functions.
- Works with public media such as print, radio or television.
- Researches common communications events and the associated media for such events

**Position Qualifications**

**Education or Equivalency Required**

- Bachelor’s degree in a related field, or an equivalent combination of training and experience providing a comparable level of expertise.

**Experience Required**

- Reasonable (typically 6mo – 1 year) related experience.

**Competencies Required**

Demonstrates a [Basic proficiency level](#) in:

- Knowledge of marketing options and opportunities; abilities to advertise through various channels.
- Knowledge of major responsibilities, accountabilities, and organization of the marketing function or department; ability to execute effective marketing plans and strategies.

Demonstrates a [Working proficiency level](#) in:

- Knowledge of and ability to identify customer needs and arrange goods and services to fulfill those needs.
- Knowledge of and ability to use business models to develop and implement marketing strategies, objectives, and tactics as well as establishing a communications plan.
- Plans, mobilizes and distributes resources to fulfill business objectives and plans.
- Understanding of the issues related to the decision-making process; ability to analyze situations fully and accurately and reach productive decisions.
- Understanding of effective communication concepts, tools and techniques; ability to effectively transmit, receive, and accurately interpret ideas, information, and needs through the application of appropriate communication behaviors.

**Desirable Qualifications**

- Experience working with Drupal or other website management tools.