

Job Title: Marketing and Communications Coordinator
FLSA Classification: Exempt – Part-time
Reports to: President

Position Goal:

The goal for each member of the campus community is to believe and live consistently by the principles of the mission of the University. The USW mission is as follows:

University of the Southwest is a Christ-centered educational community dedicated to developing men and women for a lifetime of servant leadership by emphasizing individual faith, responsibility, and initiative.

- Teaching at the University of the Southwest adheres to belief in God, in the Bible as the inspired Word of God, in Jesus Christ as the Son of God, and in the separation of church and state.
- University of the Southwest strives for excellence in academic curriculum, campus life programming, and student activities in a supportive educational community where freedom of thought and expression is honored and the demonstration of faith in acts of service is encouraged.
- At University of the Southwest, students are instructed and mentored by a faculty and staff who demonstrate Christ-centered values and maintain an environment where students can live and work cooperatively, valuing the multiple cultures from which they come; and
- As a community of initiative, University of the Southwest challenges graduates to become enterprising members of our society contributing to the common good by advocating and participating in the productive commerce of free enterprise, the constitutional privilege of self-government, and the practical contributions of community service.

Position Description:

The Marketing and Communications Coordinator is responsible for creating, implementing, and measuring the success of a comprehensive marketing, communications, and public relations program that will enhance the university's image and position within the marketplace and the general public. The coordinator will possess strong creative and strategic thinking skills and will work cooperatively with multiple entities towards the completion of projects. The coordinator is responsible for seeing projects through from start to finish and ensuring the final products are delivered on time, on strategy, and on budget. Projects include, but are not limited to; the community prayer breakfast, the Maddox speaker series, annual free enterprise dinner, and recurrent donor campaigns and grants. The coordinator will also work to

develop and oversee an alumni relations program to create effective engagement, marketing, communications and strategies to meet USW's goals. Outreach efforts include a variety of methods for alumni engagement, including, but not limited to, email, direct mail, web and social media. The coordinator will also play a role in the launch of new degrees and expand existing program's visibility, as well as collaborate with faculty, program coordinators, and administrators in recruitment efforts.

Essential Functions:

- **Planning:**
 - Responsible for the development, implementation, and coordination of a comprehensive marketing, communications and public relations program, including mission and goals for the achievement of stakeholder relations, marketing, and communications to the general public.
 - Maximize the institution's exposure opportunities and develop a presence within the campus community, the local community and among USW alumni
 - Demonstrate responsible use of financial resources allocated to specific events and projects.
 - Recommend short- and long-term goals as well as objectives to the President.
- **University Branding, Image, and Media:**
 - Maximize the institution's exposure opportunities and develop a presence within the campus community, the local community and among USW alumni.
 - Insure maximum utilization of website and internet institutional marketing exposure opportunities.
 - Development of a coordinated social media plan for the university.
 - Responsible for editorial direction, design, production and distribution of all university publications.
 - Coordinate media interest in the university and ensure regular contact with target media and act as the university's representative with the media, including through press releases, making presentations and negotiating with media.
 - Coordinate the appearance and consistent use of university print and electronic materials such as university letterhead, use of logo, brochures, etc.

Required Special Knowledge, Skills, and Abilities:

- Excellent writing, editing and proofing skills.
- Excellent organization and time-management skills
- Strong working knowledge of MS Office applications and familiarity with graphics and web-authoring software.
- Ability to confidently handle multiple, detailed tasks simultaneously, and to work under pressure to meet deadlines while maintaining a positive attitude.
- Ability to multi-task and work cooperatively with others.

Other Requirements or Other Factors

- Occasional evening and weekend work required.
- Occasional overnight travel required.

Preferred Education and Experience:

- Bachelor's degree in Marketing, Journalism, Communications, English or related field and at least 1 year of related professional experience; or equivalent experience.
- Preferred, at least 3 years of related professional experience; experience with design programs such as Adobe InDesign, Photoshop, and Illustrator, and experience with website content management systems.

The undersigned acknowledges that he/she has read and comprehends this job description. Further, the undersigned affirms his/her understanding that the responsibilities, expectations, and requirements itemized above are only intended to be a general description of the job, and should not be construed to represent an exhaustive, all-inclusive description of the position duties and requirements. University of the Southwest reserves the right to modify this job description at the University's discretion.

By his/her signature, the undersigned agrees to perform, to the best of his/her abilities, the position provided for in this job description.

Employee Signature

Date

Supervisor Signature

Date

