

### JOB INFORMATION

Effective Date	10/12/2021
Job Code:	3535
Job Title:	Coordinator, Marketing & Sponsorship
Salary Grade/Structure:	040 - Admin-Professional
Career Level Name:	
FLSA Name:	Exempt
EEO Code:	30-Professional Non-Faculty
Job Function:	Communications
Job Family:	Public Relations
Job Summary	The Coordinator, Marketing and Sponsorships will coordinate the marketing and promotion of all Campus Recreation and Wellness departmental events, activities, programs, and initiatives to the UHCL campus and the greater UHCL community. The marketing materials include, but are not limited to flyers, brochures, posters/banners, social media platforms, program or departmental guidebooks, video commercials, radio commercials (using the in-house Neptune Radio system), digital displays, and the departmental website. Using a team of student assistants, the Coordinator will be responsible for the creation of all materials, adherence to UHCL branding requirements, management of the distribution, display, and frequency of promotions, and the coordination of university events such as orientation and open house. Analyzes data and effectiveness of these efforts as well as works in a collaborative manner with other UHCL and non-UHCL entities. Serves as the liaison for the Strategic Partnerships and Advancement/Alumni offices to pursue sponsorship and partnership opportunities.

### COMPETENCIES

#### Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

### QUALIFICATIONS

#### Education

Education Level	Education Details	Required/Preferred	
Bachelor's Degree	in marketing, business, communications, or a related field.	Required	
Master's Degree	in marketing, business, communications, or related field.	Preferred	

#### Work Experience

Experience	Experience Details	Required/Preferred	
Progressive	Progressive experience in marketing, advertising, public relations, and layout design.	Required	

## Work Experience

Experience	Experience Details	Required/ Preferred	
Less than 3 yrs	Progressive experience in the production of printed materials, web services and social media marketing.	Required	
Less than 3 yrs	Experience working with students in a higher education environment. Experience supervising or managing staff.	Preferred	

## Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Preferred	
-------------------------	--------------------------------	------------	------------------------	--

## Knowledge, Skills and Abilities

KSAs	Proficiency
<ul style="list-style-type: none"> <li>Knowledge of, or the ability to learn university policies and procedures as well as office and university-specific software.</li> </ul>	Skilled
<ul style="list-style-type: none"> <li>Knowledge of marketing principles, including promotion, sponsorship, public relations, and data analysis and ability to sell individual or package sponsorship opportunities to benefit the department and clients.</li> </ul>	Skilled
<ul style="list-style-type: none"> <li>Ability to develop specific goals and plans to prioritize, organize and accomplish work.</li> </ul>	Skilled
<ul style="list-style-type: none"> <li>Ability to identify the developmental needs of others and coach, mentor or otherwise help others to improve their knowledge or skills.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Ability to encourage and build mutual trust, respect, and cooperation among team members.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Working knowledge of various computer software needed to perform the above duties (Microsoft Office Suite, web-based fitness software, Innosoft Fusion, Microsoft Teams, Zoom, PeopleSoft - university payroll system, social media platforms, OU website software, Adobe Creative Suite, and other marketing related software.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Ability to create and coordinate special events related to departmental functional areas or general promotion of the department as well as analyze information and evaluate results.</li> </ul>	Skilled
<ul style="list-style-type: none"> <li>Ability to develop and maintain constructive and cooperative working relationships with others.</li> </ul>	Skilled
<ul style="list-style-type: none"> <li>Ability to provide information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.</li> </ul>	Proficient
<ul style="list-style-type: none"> <li>Ability to observe, receive, and otherwise obtain information from all relevant sources and effectively leverage that knowledge for the benefit of the department, program, and university and to choose the best solution and solve problems</li> </ul>	Skilled
<ul style="list-style-type: none"> <li>Ability to provide guidance and direction to subordinates, including setting performance standards and monitoring performance.</li> </ul>	Skilled

## JOB RESPONSIBILITIES

- Campus Security Authority
- Remote Work Capable

## Essential Functions

Essential Function	% TIME
<ul style="list-style-type: none"> <li>Coordinates a comprehensive campus recreation promotions and sponsorships programming function, including producing departmental publications; coordinating promotional materials and displays; approving facility signage, photography and video filming in recreational facilities; and managing department website and social media.</li> </ul>	25%
<ul style="list-style-type: none"> <li>Plans, develops, implements, promotes, and monitors the effectiveness of promotions and sponsorship initiatives including various marketing and promotional efforts to the university and</li> </ul>	15%

## Essential Functions

Essential Function	% TIME
local communities. Researches and applies new knowledge and techniques to current policies, procedures, and operations.	
• Hires, trains, develops, supervises, and evaluates assigned staff.	15%
• Maintains the in-house digital displays and audio services with updated and accurate commercials.	10%
• Generates revenue for the department through sponsorship sales, gift-in-kind donations, and facilities advertisements.	5%
• Monitors promotions and sponsorships program annual budget and payroll function.	5%
• Serves as liaison to university faculty and staff, student organizations, external vendors, and the general public.	5%
• Assists in departmental efforts for training and development.	5%
• Assists in departmental, divisional and university efforts for special events, risk management, and other functions not specific to our department or functional area.	5%
• Works evenings, nights, and weekends as required or needed.	5%
• Performs all other duties as assigned.	5%

## PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No
Pulmonary Function Test:	No

## PHYSICAL DEMANDS/WORKING CONDITIONS

### Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing						
Walking						
Sitting						
Lifting						
Carrying						
Pushing						
Pulling						
Climbing						
Balancing						
Stooping						
Kneeling						
Crouching						
Crawling						
Reaching						
Handling						
Grasping						
Feeling						
Talking						
Hearing						
Repetitive Motions						

### Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Eye/Hand/Foot Coordination						

### Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold					
Extreme heat					
Humid					
Wet					
Noise					
Hazards					
Temperature Change					
Atmospheric Conditions					
Vibration					

### Travel Requirements

Estimated Amount	Brief Description