Coord, Campaign

Job Code 50028404

General Description
Responsible for developing a marketing plan for assigned department.

Examples of Duties
Develop, administer and coordinate assessment tools.
Develop and implement marketing plan.
Coordinate advertising campaigns.
Coordination promotional activities.
Develop media contacts in a variety of markets.
Assist in developing and evaluating existing marketing strategies.
Perform other duties as assigned.

Knowledge, Skills, and Abilities
Knowledge of: marketing techniques and lay out production; assessment tools; public relations; publication designing; computer hardware and software applications.

Skill in: making presentations; using personal computer and related software; interacting with managers and other key individuals in order to establish and build rapport; problem solving and decision making.

Ability to: read and analyze documentation; proof read marketing materials; perform basic math; give presentations; produce clear, concise and grammatically correct written documentation for media release and marketing materials.

Experience and Education
To qualify for this position, an individual must possess any combination of experience and education that would likely produce the required knowledge, skills and abilities.

Other Requirements