

# MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

## Marketing Coordinator

### POSITION OVERVIEW

The Marketing Coordinator, is responsible for a variety of marketing and research tasks related to the day-to-day marketing and branding operations of Maine Maritime Academy. These tasks include, but are not limited to, social media, content creation, marketing materials, marketing reports, development of the Academy's marketing plan, and coordination of enrollment events. This position requires a highly organized mind-set with strong attention to detail. Clear, concise, and professional communication skills are essential to succeed in this role. Tasks require intellectual skills and ability to perform varied non-routine work. Employee may need to assist in implementing and establishing procedures. This position is a full-time, year-round, benefited, represented salary position.

### DUTIES

- Work with outside marketing vendors as needed to direct work and ensure timely completion of products.
- Support the enrollment department's initiatives with the planning, execution, and tracking of outcomes related to marketing programs such as website, email, event, social media, or content marketing.
- Develop the Enrollment Marketing Plan in conjunction with the Academy Strategic Enrollment Management Plan.
- Independently coordinate marketing and community events, including overseeing logistics, managing registrations, coordinating with vendors, and ordering marketing collateral.
- Coordinate product, event, or content email marketing campaigns, including copy, scheduling, testing, and database management.
- Create content, proofread, and edit copy for various marketing channels, ensuring consistent voice.
- Assist with developing and managing content and social media marketing programs, including blogs and public relations efforts.
- Develop and oversee programming for Parent Portal initiative and deliver unique content.
- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports.
- Manage relationships with external vendors to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness,
- Conduct market research and identify new markets for recruitment as well as marketing spend.
- May be required to schedule and supervise student workers.
- Regular attendance is required.
- Other duties as assigned.
- Responsible for following all Academy policies and procedures.

*This job description reflects the general duties of the job but is not a detailed description of all duties which may be inherent to the position. The Academy may assign reasonably related additional duties to individual employees consistent with policy and collective bargaining agreements.*

## **SKILLS**

- Strong interpersonal, verbal and written communications skill.
- Ability to work professionally with a broad range of personalities.
- Professional, positive, and approachable attitude. Good interpersonal skills.
- Excellent organizational skills, including ability to handle multiple tasks, meet deadlines, and prioritize assignments.
- Ability to demonstrate and encourage the values of collegiality, and respect among supervisors and peers.
- Ability to become familiar and knowledgeable about Academy infrastructure, policies, and procedures.
- Ability to work both independently and as a part of a team.

## **QUALIFICATIONS**

- Bachelor's degree in business administration, marketing, communications, or a related field.
- 1-3 years of experience in marketing.
- Must have strong organizational and project management skills, as well as attention to detail.
- Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills.
- Firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing.
- Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines.
- Must have strong analytical skills to analyze metrics and create reports.
- Must have a high level of creativity.
- Occasional travel may be required.

## **SPECIAL CONDITIONS**

- This position requires a Criminal Background Check.
- Tobacco-free campus.

## **WORKING CONDITIONS**

- Sitting/computer keyboard manipulation/computer screen.
- Must be able to visually inspect work and generate own work on computer.
- Close office setting.

**Maine Maritime Academy Position Factor Evaluation**

<b>Maine Maritime Academy Position Factor Evaluation</b>			
	Job Title: Marketing Coordinator	Job Code:	
	Wage Grade: 18	Total Points: 434	
	Factor	Degree	Points
1	Knowledge and Skill	6	216
2	Effort		
	A. Mental and Visual Effort	5	40
	B. Physical Effort	2	20
3	Responsibility for Cost Control	1	8
4	Responsibility for Others		
	A. Injury to Others	2	16
	B. Supervisory Responsibility	3	24
	C. Sensitive Information and Records	2	16
5	Working Conditions	3	30
6	Responsibility for External and Internal Relations	8	64
	Date of last reclassification: 03-09-2022		