Job Description: Marketing Coordinator

Wofford College invites applications for a marketing coordinator for the Office of Marketing and Communication (OMC). OMC oversees the college’s marketing and communication strategies and is responsible for all aspects of creative services; digital marketing; features and publications; news, public relations, internal and crisis communications; and photography.

The marketing coordinator is a full-time, exempt position that works with all administrative staff and faculty departments across the college with special emphasis on the Offices of Advancement and Enrollment. The position directly reports to the senior director of marketing. Hours of work performance are approximately 40 hours/week. Depending on activities and special events, evening and weekend hours may be required at times; otherwise, the normal work schedule is 8:30 a.m to 5 p.m., Monday through Friday.

KEY RESPONSIBILITIES:

The marketing coordinator is responsible for strategic coordination and implementation of all college marketing, including, but not limited to:

- Organizing and scheduling components of all the college’s marketing plans, with emphasis on the Advancement and Enrollment offices.

- Coordinating projects with members of the marketing team to insure on-time completion.

- Assisting with social media planning and execution. Collaborating with OMC team and marketing and communications staff across campus on social media plans.

- Consulting with college colleagues with regard to marketing needs and objectives to meeting marketing goals.

- Tracking, measuring and developing metrics to demonstrate marketing success or making appropriate changes to plans as necessary based on analytics.

- Helping the college stay on message and on brand with all marketing efforts.

- Other duties as assigned that help promote and advance the mission and purpose of Wofford College.

QUALIFICATIONS

- One to three years professional marketing or marketing administration experience.

- College degree preferred but may be offset by profession experience.
• Demonstrated, excellent communication and writing skills.

• Demonstrated, excellent organization and project management skills.

• Working knowledge of digital and social media technology. Photography and videography skills a plus.

• Highly motivated quick learner, able to work and thrive in a team approach.

APPLICATION:

Email the following application documents as PDF files to omcmarketer@wofford.edu:

- Letter of interest explaining how you meet the qualifications of the position.
- Current resume.
- Names and contact information (email and telephone numbers) of at least three professional references.
- A document that demonstrates a professional marketing portfolio that meets the needs of the position’s objectives (recommended but not required).

Applications received before August 21, 2019 will be given priority review.

ADDITIONAL INFORMATION:

Wofford College values diversity within our students, faculty and staff, and strives to recruit, develop and retain the most talented people. We encourage applications from all underrepresented groups, including persons with varied backgrounds, perspectives and experiences. Wofford College does not discriminate on the basis of race, color, creed, religion, sex, age, national origin, disability, veteran status, sexual orientation or any legally protected status.

It is the policy of Wofford College to provide reasonable accommodations for qualified individuals with disabilities who are employees or applicants for employment. If you require an accommodation to participate in any part of the hiring process, please contact Human Resources at hr@wofford.edu.

A background check will be conducted for finalist candidates. Employment is contingent upon a completion of a successful background check and establishment of identity and verification of employment eligibility as required by the Immigration Reform and Control Act of 1986.