

**University of Nebraska Central Administration**  
**Job Description**

**General Information**

Working Job Title: NU Online Marketing Coordinator	Job Family: PR/ Marketing	Job Family Zone: Associate
Position Number: 89	Department Name: University of Nebraska Online	SAP Organization Unit Number:
Employee's Name:	Date of Last Update: 6/17/19	Title of Supervisor: Assistant Director of Marketing
SAP Personnel #:	Last Updated By:	Name of Supervisor: Jill Bertsch

**Position Summary**

As a Marketing Coordinator for University of Nebraska Online, this position is responsible for marketing campaigns and execution, conversion analytics and reporting, search engine optimization research, market research, and assisting with distance education brand standards and lead management.

**Duties & Responsibilities**

Indicate % of time spent and indicate with an "*" the duties & responsibilities that are essential functions of this job. Arrange this list of duties in order of importance.	% of Time	Essential Functions
<p><b><u>NU Online Marketing Promotion</u></b></p> <ul style="list-style-type: none"> <li>• Develop and execute plans for assigned marketing/media plans</li> <li>• Coordinate with external vendors including marketing agencies and media publishers, and work with designer on job specifications and deadlines</li> <li>• Develop and coordinate advertising elements (print, digital and other forms) per contracts and brand guidelines</li> <li>• Develop and coordinate content (tuition, courses, application info, etc.) for publication on the NU Online webpages</li> <li>• Coordinate campaign content and messaging with web and social media specialists</li> <li>• Prepare or edit organizational materials for internal and external audiences</li> <li>• Develop in-depth understanding of assigned programs and build and maintain relationships with campus constituents</li> </ul>	60%	*
<p><b><u>Marketing Analytics, Research and Reporting:</u></b></p> <ul style="list-style-type: none"> <li>• Research and prepare environmental scans and competitor comparisons for new and existing programs; recommend audience-specific marketing tactics</li> <li>• Prepare regular and ad hoc reports and recommendations related to web analytics, program inquiries and conversions, marketing campaign performance, and other data</li> <li>• Perform ongoing keyword research including discovery and expansion of keyword opportunities, research content recommendations for SEO success and work with web specialist to apply research to optimize website copy and landing pages for search engine optimization</li> <li>• Maintain in-depth knowledge and understanding about distance education student populations and their demographics to provide input on assessing the needs and outreach opportunities for prospective target audiences</li> </ul>	30%	*
<p><b><u>Recruitment &amp; Brand Support:</u></b></p> <ul style="list-style-type: none"> <li>• Monitor communications to ensure alignment with brand standards</li> <li>• Assist in aggregating marketing data to help shape future communication strategies</li> </ul>	10%	*

- Provide back-up to lead management functions
- Provides general marketing support as needed

## Zone Definition Factors

### Nature/Complexity of Work

This position requires an understanding of marketing principles, marketing analytics, lead generation, internet and direct marketing, marketing communications and. It requires diplomacy, collaboration, problem-solving and strong interpersonal skills. Key functions involve independent judgement regarding research and analysis of issues involved in the strategic and tactical implementation of communication and marketing plans.

### Problem Solving/Decision-making

Decisions require interpretation and judgement based on precedent or standard operating procedures. Tasks are diversified and may require some creativity in dealing with unprecedented activities.

### Strategic Impact

Position is necessary to help further marketing efforts and support overall business objectives. Without this position, the timely acquisition and distribution of promotional materials, event registrations, mailing lists, and other marketing distribution and communication actions would negatively impact enrollment and other goals.

### Know How

- Marketing data analysis
- Strong organizational and skills
- Excellent written/ oral communication skills and attention to detail and accuracy are essential
- Business analysis and problem-solving skills
- Internet research skills
- Experience and proficiency with multi-line telephone systems and computer skills in Microsoft Word, Excel, and database systems; Adobe Acrobat; and web-based applications
- This position requires the ability to work independently with little supervision as well as in a team setting
- Strong interpersonal skills
- Project management; listening, documentation, follow through

### Interactions

Recurring contact with university staff and students, external university constituents and the general public. Must be able to communicate in a professional manner with the public, co-workers, students, faculty, staff, written as well as verbal.

### Leadership (where applicable)

Support the coordination of student services efforts between campuses and NU Online. Help foster positive relationships university-wide and with outside vendors. Committed to personal and professional growth and development to support the expanding initiatives of NU Online.

### Supervision {\*This is based on level of proficiency and years of service.}

This position exercises limited, functional Supervision over call center employees, backup, and/or student workers. This position receives moderate Supervision\* from the Assistant Director of Marketing and Communication for NU Online.

### Minimum Qualifications

#### LEVEL OF EDUCATION, YEARS & TYPE OF EXPERIENCE:

- Four-year degree, preferably with emphasis in communication, marketing, business, or related field; or equivalent.
- One year experience in online marketing, advertising and communications to include tactical execution and performance measurement; one year experience in

postsecondary education, legal, health care or other relevant B2B and/or B2C-type environment where regulation and other complexities impact marketing and communication preferred. Equivalent combination of skills and experience considered

- Excellent oral and written communication skills
- Proficiency with computer software to include word processing, databases and spreadsheets necessary
- Strong organization and attention to detail and accuracy is essential
- Ability to work collaboratively and interact effectively with team members, clients and outside vendors

**Ideal candidates will exhibit the following traits:**

- Intellectually agile, problem solver and team player who seeks to contribute to the success of the organization
- A self-starter who is comfortable with attention to detail and able to work independently, along with having the judgment to seek supervision and/or input from others when necessary
- Demonstrated critical thinking and problem-solving skills
- Proven follow through of projects and timely execution of tasks in a fast-paced setting

**Physical Requirements**

1. **General Physical Requirements** Indicate the appropriate response for an eight hour day:

	Circle the appropriate number of hours									<i>Indicate intermittent or constant</i>	
	0	1	2	3	4	5	6	7	8	Intermittent	Constant
Sit										x	
Stand										x	
Walk										x	
Drive Motor Vehicle											
Explain											

**2. THIS POSITION REQUIRES:**

	Occasionally (less than 2 hrs daily)	Between 2 - 5 hrs daily	Over 5 hrs daily
Squatting			
Bending	X		
Kneeling	X		
Reaching			
➤ Overhead	X		
➤ Forward	X		
➤ Low	X		
Twisting			
Crawling			
Climbing			
➤ Ladder			
➤ Stairs	x		
➤ Other			
Working from heights			

**3. THIS POSITION REQUIRES EMPLOYEE TO:**

Indicate letter in appropriate Space:	LIFT=L	CARRY=C	PUSH=P	PULL-PL
	Less than 2 hrs daily	Up to 2 hrs daily	Between 2-5 hrs daily	Over 5 hrs daily
11 - 24 lbs	L,C,P,PL			

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\* If the position requires the employee to handle over 50 lbs - please explain

**4. POSITION REQUIRES USE OF HANDS OR SPECIAL TOOLS/EQUIPMENT FOR:**

	RIGHT	LEFT	BOTH
Keyboarding	<u>          x          </u>	<u>          x          </u>	<u>          X – or both or one          </u>
Filing	<u>          x          </u>	<u>          x          </u>	<u>          X – or both or one          </u>
Other Explain:	Operation of a computer mouse or equivalent.		

**5. THIS POSITION REQUIRES ATTENDANCE AT THE WORKPLACE**

*Job Family Zone Questionnaire*

**In Each Section, please select one answer that best describes your job:**

**Knowledge Skills and Abilities:**

\_\_\_\_\_ Requires the ability to understand and apply basic job skills, knowledge of several work routines and the ability to apply such routines with minimal interpretation. May possess knowledge of other, related work activities within own functional area. May require the operation of routine equipment/tools. [1]

\_\_\_\_\_ Requires the ability to understand, interpret, apply and communicate information within a specialization and the ability to apply limited analysis in the completion of general functional procedures. May possess knowledge of work activities outside functional area. May require the operation of moderately complex equipment/tools. [2]

  X   Requires the ability to utilize advanced information within a specialization. Within specialization, possesses the ability to assess/ analyze situations and make adjustments to achieve desired objectives. Possesses knowledge of work activities outside functional area. May require the operation of complex equipment/tools. [3A]

\_\_\_\_\_ Requires the ability to apply, integrate and communicate extensive theoretical information within a recognized professional field. Facilitates and/ or establishes the achievement of functional area objectives. Requires knowledge of all related functional areas. May require the operation of highly complex equipment/tools. [3B]

\_\_\_\_\_ Integrates extensive theories and techniques within related or diverse disciplines to achieve results and/ or establish overall strategic directions. Requires wide-ranging administrative and/or specialized knowledge. May require the operation of highly complex equipment/tools. [4]

**Problem Solving/Decision-making:**

\_\_\_\_\_ Decisions/problem resolutions are repetitive and simple and typically guided by standard operating policies and procedures/practices exist. Tasks are clear and specific to a single discipline. [1]

\_\_\_\_\_ Decisions/problem resolutions require gathering/reviewing information from several sources. Simple analysis of facts determines course of action to be taken within the limits of standard operating policies and procedures/practices. Tasks are varied and may cross several disciplines. [2A]

  x   Decisions/problem resolutions require interpretation, discretion and judgment based on precedent or standard operating policies and procedures. Tasks are diversified and may require some creativity in dealing with unprecedented activities. [2B]

\_\_\_\_\_ Decisions/problem resolutions require synthesis/analysis in the use of theories and accepted principles. Programs/projects are governed by broad objectives, policies and/or theories. Requires the use of creativity in dealing with unprecedented activities. [3]

\_\_\_\_\_ Decisions/problem resolutions require analysis and evaluation of major issues and courses of action impacting the overall direction of the functional area(s). Applies broad concepts and experience in making important decisions. May develop recommendations influencing long-term policies related to major organizational plans. [4]

**Interactions:**

\_\_\_\_\_ Regular contact involves receiving and/or referring inquiries as well as giving or obtaining routine information relating to work being done. Requires the use of common business courtesy. [1]

  x   Regular contact that involves giving or obtaining information as well as occasionally exchanging advice and opinions. Requires the use of common business courtesy, tact, discretion and some persuasion to maintain cooperative associations. [2]

Regular contact that involves exchanging advice and opinions as well as occasionally conveying conceptual ideas of a critical and/or long-range nature. Requires the use of judgment, timing, and persuasion to gain cooperation in the face of differences of opinion or controversy. [3]

Regular contact with major Programs/Teams or individuals. Overriding job requirement involves conveying conceptual ideas regarding matters of critical and long-range nature. Significant requirement for diplomacy, timing, and persuasion to gain concurrence or cooperation on operational issues in the face of significant differences of opinion or controversy. [4]

### Supervision Received:

Supervised by procedures or by supervisor through periodic monitoring of progress and performance. May have latitude to determine sequence of own work tasks to meet clearly established schedules. [1]

Supervision by procedures or by supervisor through periodic monitoring of progress and performance. Determines sequence of own work tasks to meet established objectives. [2A]

General direction by supervisor by checking on completed tasks. Establishes own work schedule to achieve program objectives. Makes recommendations to superior regarding efficient functioning of program. [2B]

Responsible for conducting specialized assignments or developing programs under only general direction and guidance. [3]

Extensive latitude to work independently in matters that have a broad effect on overall policies, programs and/or areas of specialization. [4]

### Supervision Exercised:

May provide incidental guidance to others. [1]

Provides functional supervision that is usually limited to assigning/reviewing work or may serve as work team leader. [2A]

Serves as work team leader. Distributes, schedules, and monitors the progress or work tasks of the program or project. May be involved in the recommendation of personnel actions to manager. [2B]

Supervises the work of a project or program that may include hiring, discipline, transfers, promotions, or salary changes within a functional area. May integrate work of two or more programs or one major function/or project. [3]

Establishes performance standards for designated programs and/or areas of specialization. Directs staff to include hiring, discipline, transfers, promotions, and salary changes. [4]

### Impact:

Actions and decisions in this job are limited to the scope of the job, which primarily affect the immediate work group, but occasionally may extend beyond the immediate work group. Errors reflect unfavorably on the individual and may have an adverse impact on the functional area. [1]

Actions and decisions in this job have an impact which affects the immediate work group and also extends

Actions and decisions in this job have discernible impact to the short-term performance of the Program/Team and exerts some impact to its long-term success. Errors reflect unfavorably on the individual, the functional area, overall business operations and potentially other functional areas. [3A]

Actions and decisions in this job have significant impact to the short-term performance of the Program/Team and exert an impact to its long-term success. The job exerts a considerable impact on decisions and final results typically affecting either an entire functional area or a major university activity; and may have unique accountability for financial and program or project objectives. Errors effect business operations, services and other individuals which may require special interventions to correct. [3B]

Actions and decisions in this job exert broad and continuing impact on the future of one or more functional areas. The job exerts a major impact on decisions and final results affecting a major university activity; and/or has accountability for financial and program/project objectives and overall successes. Errors significantly interrupt business operations, services and potentially both internal and external constituents. [4]

Summary:	Zone Assignment= Associate	
Authorization:	Name:	Date:

Supervisor:

Administrator: