

University of Nebraska Central Administration

Job Description

General Information

Working Job Title: Senior Marketing Coordinator	Job Family: PR/ Marketing	Job Family Zone: Specialist
Position Number: new	Department Name: Online Worldwide	SAP Organization Unit Number
Employee's Name:	Date of Last Update: 8-18-16	Title of Supervisor: Marketing Director
SAP Personnel #:	Last Updated By: HR and NUOW	Name of Supervisor: Laura Wiese

Position Summary

As Senior Marketing Coordinator for University of Nebraska Online Worldwide this position is responsible for external and internal communications, development of strategic marketing plans and materials, and overseeing the execution of marketing tactics and materials. The position facilitates communication efforts in coordination with the University of Nebraska High School and NU campuses. This position specializes in management and execution of digital marketing efforts including websites, SEO, digital content, social media, analytics, ecommerce and customer relationship management systems.

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
Digital Strategy & Communications <ul style="list-style-type: none"> Recommend digital marketing and communications plans for UNHS and NUOW <ul style="list-style-type: none"> Develop thorough understanding of target audiences and business goals Build operational plans and coordinate execution of marketing tactics Build and foster positive relationship with program staff for greatest marketing impact and resource efficiency Actively pursue backlinks and positive digital associations with desirable referring websites (news and affinity sites, blogs, etc.) Evaluate websites for keywords, PageRank and overall positive SEO, determine and take action for maintaining and improving <ul style="list-style-type: none"> Ensure web content is accurate and fresh for best SEO Research and prepare competitor digital marketing comparisons; recommend audience-specific marketing tactics 	40	*
Strategic Customer Systems & Data Champion <ul style="list-style-type: none"> Recommend UNHS and NUOW strategic system and process enhancements as they relate to customer data, acquisition, service and loyalty <ul style="list-style-type: none"> Coordinate with recruitment and program personnel, webinars or other events 	40	*

<ul style="list-style-type: none"> ○ Engage with key customers and develop customer loyalty strategies ○ Research and collaborate university-wide ○ Supervise Marketing Associate to ensure efficient and accurate execution of marketing tactics, adherence to timelines and budget 		
Analytics & Reporting <ul style="list-style-type: none"> ● Recommend appropriate marketing analytics/insights, produce reports and coordinate campaign performance <ul style="list-style-type: none"> ○ Evaluate analytics and prepare performance reports, make recommendations and adjustments to maximize marketing investments ○ Plan schedule of digital marketing activities including coordinating the fulfilment of display ads, email and CRM campaigns, media relations, social media and landing pages as appropriate ● Coordinate Customer Relationship Management system <ul style="list-style-type: none"> ○ Manage customer data for optimal quality and accessibility to best understand and serve UNHS and NUOW customers 	20	*

Supervision

This position will exercise direct supervision over Marketing Associate. This position also works closely with and may direct the graphic designer as well as contract workers to ensure proper execution of advertising, graphics, collateral and other marketing materials and activities.

This position receives limited and indirect Supervision* from the OW Marketing Director.

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

Minimum Qualifications

Bachelor's degree in Marketing, Advertising, Public Relations, Business, Communications or related field plus 3 years of experience in online marketing, advertising and communications to include tactical execution and performance measurement required. Knowledge and talent in the area of digital marketing is desired. One year experience in postsecondary education, legal or other relevant B2B-type environment is beneficial. Equivalent combination of education or experience, that provides the required knowledge, skills and abilities may be considered.

Zone Definition Factors

Nature/Complexity of Work

This position requires a solid understanding of marketing communications, marketing principles, lead generation, internet and direct marketing and marketing analytics. It requires a high level of diplomacy, collaboration and strong interpersonal skills. Key functions involve independent judgment regarding research and analysis of issues involved in the strategic and operational implementation of communication and marketing plans.

Problem Solving/Decision-making

Decisions require interpretation and judgment based on a sound understanding of marketing strategy and tactical execution. Projects are diversified and require creativity in handling unprecedented activities and projects.

Strategic Impact

Actions and decisions in this job have impact on successful execution of marketing plans and strategies for the University of Nebraska. The position is required to demonstrate strong attention to detail in order to avoid and minimize potential errors which would impact the University of Nebraska High School, Online Worldwide and could extend university-wide.

Know How

Strong organizational skills and attention to detail. Strong business analytic skills and Internet research skills. Excellent communication skills, both written and oral, and interpersonal skills.

Technical Know How

Experience with Microsoft Office software applications. Understanding of marketing communications and analytical systems including WCMS, CRM, SEO, SEM, ecommerce, social media and email marketing.

Interactions

Communicates, in a professional manner, with university staff as well as outside vendors to complete assigned work. Interactions occur in person, via the phone or online (email, web conference). Communicates with and provides campaign-based and branding related marketing direction to graphic designer as well as contract workers when producing advertising, collateral and multimedia. This position assists in maintaining a supportive environment and helping academic programs advance their marketing and enrollment goals.

Leadership (where applicable)

Assist in the coordination of marketing efforts of the University of Nebraska High School and between campuses and NU Online Worldwide. Foster positive relationships university-wide.

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	
Mobile											x	
Drive Motor Vehicle											occasional	
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			
Walking on rough ground			
Exposure to changes of temperature/humidity			
Exposure to dust/fumes/gases/chemicals			
Being near moving machinery			
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	_____	_____	_____	_____
25 - 49 lbs	_____	_____	_____	_____	_____
50 - 74 lbs	_____	_____	_____	_____	_____
75 - 100 lbs	_____	_____	_____	_____	_____
* Over 100 lbs	_____	_____	_____	_____	_____

* 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>Or both or one</u>
Filing	<u> x </u>	<u> x </u>	<u>Or both or one</u>
Other Explain:	Operation of a computer mouse.		

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]

_____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]

☒X_____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]

_____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]

☒X_____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]

☒x_____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]

☒x_____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 beyond the immediate functional area. Errors reflect unfavorably on the individual and the functional area. [2]

 x 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: 2-26-13
Human Resources		
Supervisor:		
Administrator:		