Staff Classification Description – Marketing and Events Coordinator

Skill Category: Technical/Para-Professional
Position (Employee) Class: 4N092 (N1)
Grade: 14
Date: 11/2014

Department: Career Services

Educational & Experience Requirement: Bachelor’s degree in Business, Communications, Journalism, Public Administration, or other related field. Four years experience in event planning, marketing, public relations, or other related field. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.

Nature & Purpose of Position: Markets, advertises, and promotes the Career Services Center’s programs and services to students, alumni, employers, faculty, and staff. Manages and maintains the events and event registrations through Career Services’ web based system.

Supervision Given & Received: Works under general direction and supervises marketing and public relations interns and student assistant workers.

Primary Responsibilities: Markets and promotes Career Services sponsored events and additional co-sponsored events as arranged through collaboration with other campus departments. Manages job fairs and career events to include planning, organizing, marketing, budgeting, and supervising. Coordinates venue, equipment, speaker invitations, event invitations and correspondence material. Orders food and promotional items, and conducts inventory of event supplies. Designs event flyers, brochures, posters, handouts, and other marketing materials. Creates events in Jobs for Kats. Maintains employer registrations, billing and payments of registrations fees and correspondence with recruiters, and bills additional costs. Enters information into database, maintains records and correspondence with efficiency in reference to career events. Assists recruiters with registration and payment process. Maintains the Career Services website and social media sites. Hires, trains, and supervises a marketing and public relations intern. Schedules professional development and student staff. Creates floor plans and booth assignments, and packs event boxes. Sets-up and manages the event. Writes thank you cards and incorporates surveys for employers and students. Designs and maintains social networking sites, attends campus professional organization meetings. Creates and updates plasma presentations and display cases and monitors in hallways and lobby. Selects, hires, supervises and develops interns. Performs other related duties as assigned.

Other Specifications: Requires effective skills in oral, written, and interpersonal communication. Must be proficient in computer usage, especially Microsoft Office Programs. Must be able to forge effective relationships both internally and externally. The incumbent must demonstrate confidence, an understanding of protocol, and an appropriate awareness of sensitivity to the opinions and concerns of others. Will be required to work occasional evenings or Saturdays according to program needs.

This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.

Sam Houston State University is an at will employer and drug free/smoke free workplace. This position is security-sensitive and thereby subject to the provisions of the Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. The pay grade range is inclusive of social security benefit replacement pay.

Sam Houston State University is Committed to Equal Opportunity in Employment and Education.