



**MERCYHURST**  
UNIVERSITY

501 East 38th Street  
Erie, PA 16546

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800-825-1926

[mercyhurst.edu](http://mercyhurst.edu)

## Marketing Coordinator

**Department:** Marketing and Brand Management  
**Location:** Erie  
**Reports to:** Director of Marketing and Brand Management  
**Closes:** Open until filled

### SUMMARY

A member of Mercyhurst University's dynamic, creative, and responsive Marketing team, the Marketing Coordinator serves as the primary project manager and lead writer on most marketing initiatives. The Marketing Coordinator is responsible for implementation of marketing strategies for the university and its various constituencies, including student recruitment and admissions, university advancement, and performing arts programming. Duties include writing for a variety of media, both print and online; social media monitoring and copywriting; and coordination of other recruitment initiatives in conjunction with the marketing and admissions offices. As steward of the university's brand and public image, this position requires strong writing and editing/proofreading skills for a variety of audiences and media including advertising, marketing, and public relations. Experience with email marketing and web content management systems a plus. A bachelor's degree in marketing or a related field and three to five years of experience are also required.

### DUTIES AND RESPONSIBILITIES

- Writing copy for the university's various admissions marketing materials (both print and digital), including brochures, direct mail, online ads, fact sheets, viewbooks, emails, webpages, and video scripts.
- Managing marketing-related projects on behalf of university constituencies, and coordinating with colleagues to facilitate on-time project completion.
- Establishing and maintaining positive working relationships with other campus departments in order to write copy and implement campus admissions marketing projects and initiatives.
- Assisting the director with the development and implementation of new strategies for marketing effectively.
- Coordinating and providing copy for the marketing strategies of several departments.

- Independently researching and writing marketing and news copy for new institutional and admissions projects and programs, in coordination with the Director of Marketing.
- Serving in leadership roles on various university strategic committees and taskforces with respect to specific communications and/or public relations programs, projects, and issues.
- Coordinating with other members of Marketing and efficiently distributing information through appropriate means.
- Managing and implementing university's evolving branding standards.
- Acting as a liaison between Marketing and the Mercyhurst Institute for Arts & Culture (MIAC).
- Supervising student workers/interns on a variety of marketing projects.
- Assisting with other office projects as needed.

## **EDUCATION AND EXPERIENCE**

Bachelor's degree from an accredited college or university. Minimum of three years of experience in marketing. Excellent writing, oral, and interpersonal skills. Demonstrated knowledge of Associated Press style, marketing and advertising writing, and copyediting skills a must. Strong Microsoft Office skills or equivalent combination of education and experience.

*Scheduling* - While the position is primarily first shift, occasional evening and weekend hours and regional travel are required.

## **KNOWLEDGE, SKILLS AND ABILITIES**

*Mathematical & Reasoning Skills* - Basic computational skills. Ability to interpret and verify a variety of instructions furnished in written, oral, diagram or schedule form. Data analysis skills a plus.

*Computer Skills* – Knowledge of Microsoft Word and Outlook is a necessity. Experience with all Microsoft Office products, project management software, email marketing programs, and Technolutions Slate a plus.

Photography experience a plus.

## **WORKING CONDITIONS**

*Physical Demands* - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds.

*Work Environment* - The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

## **APPLICATION PROCESS**

Review of applications will begin immediately and continue until the position is filled. Send cover letter, resume and 3 work-related references to:

Human Resources  
Mercyhurst University  
501 East 38th Street  
Erie, PA 16546  
[hrinfo@mercyhurst.edu](mailto:hrinfo@mercyhurst.edu)

Mercyhurst University values diversity and is committed to the goal of achieving equal opportunity for all. For that reason, Mercyhurst abides by federal, state and local law in admissions, employment and all services and programs provided.

Mercyhurst does not unlawfully discriminate on the basis of race, color, religion, creed, sex, citizenship status, ancestry, national or ethnic origin, age, familial status, sexual orientation, gender identity or expression, physical or mental disability, military or veteran status or any other legally protected characteristic or because of any individual's legally protected activities.

Mercyhurst complies with federal, state and local legislation and regulations regarding nondiscrimination. This policy applies to faculty, administration and staff, applicants for employment, students and applicants for educational programs and activities.

**Candidates must be currently eligible to work in the United States.**