



MERCYHURST

UNIVERSITY

501 East 38th Street
Erie, PA 16546

814-824-2000
800-825-1926
mercyhurst.edu

Marketing Coordinator

Department: Marketing
Location: Erie
Reports to: Director of Marketing and Brand Management
Full/Part Time: Full Time
Closes: Open until filled

SUMMARY

A member of Mercyhurst University's dynamic, creative, and responsive Marketing team, the Marketing Coordinator serves as project manager and writer on print and digital 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 writing; and coordination of other initiatives in conjunction with university 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 digital advertising 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 and editing copy for print and digital marketing materials (including brochures, direct mail, online ads, fact sheets, viewbooks, emails, webpages, and video scripts) for internal and external audiences.
- 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 to support 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.
- 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.

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 is both collaborative and independent. 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

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 eligible to work in the United States.