



# OTTERBEIN UNIVERSITY

## Job Posting

**Job Title:** Marketing Coordinator  
**Job Class:** Administrative  
**Department:** Marketing and Communications  
**Reports to:** Director of Creative Services  
**FLSA status:** Full-time/exempt/12-months

**To Apply:** Please email an [Otterbein Employment Application](#), resume and cover letter including salary expectations to [hr.jobs@otterbein.edu](mailto:hr.jobs@otterbein.edu) addressing this position in the subject; FAX 614-823-1511; or mail to Otterbein University, Human Resources, 1 South Grove Street, Westerville, OH 43081. Only submissions with a completed application will be reviewed.

**For an Otterbein Employment Application or more information:** Please visit <http://www.otterbein.edu/public/About/Careers.aspx>.

**BENEFITS** at Otterbein include: tuition benefits for employees and their dependents, 4 weeks of vacation, 11 paid holidays, medical, dental, vision, and competitive employer contributions to a 403(b) retirement plan.

**ABOUT OTTERBEIN UNIVERSITY:** Historically progressive. That is the hallmark of Otterbein University and those connected to this private university nestled in the picturesque, historic Uptown Westerville district in central Ohio. Otterbein University was established in 1847, a set of deeply rooted values still guide this model community of leaders and learners. Otterbein has set the pace by providing an educational experience that is progressive, innovative and inclusive. Today Otterbein University enrolls 2,495 undergraduate students in more than 70 majors and 393 graduate students working toward one of six master's degrees or a doctor of nursing practice degree. Students come from towns throughout Ohio and represent 42 states and 9 countries, enriching the campus through their individual and collective diversity. Integrity, humane values and an inherently just, moral compass have guided Otterbein's forward-thinking vision and actions—from its curriculum to its responsibilities as a member of academic, regional and global communities.

**SUMMARY:** Responsible for performing marketing support and coordination activities as well as project management duties for Marketing Communications.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Coordinates video productions, collateral material development, schedules interviews, photo shoots and finds stories, works with staff and outside vendors for a wide array of marketing needs.

Assist with media buying per budget and need of client. Place bids w/vendors, track quotes, order inventory.

Facilitates the project development of marketing tools such as brochures, direct mail, open houses, social media, ordering of marketing materials in adherence to brand and budget.

Proofreads all pieces for consistency in branding and marketing message.

Gathers project details and all the specs for the director of creative services.

Effectively communicates program and deadlines and manages timetables with client, creative team and sales reps so projects are completed in time and under budget.

Develops and cultivates corporate and community connections in order to build awareness of Otterbein in general within the community.

Multi-tasks and prioritizes work flow to meet client demand and manage accounts.

Ensures projects are entered into the project management platform, follows -up and reports progress to director of creative services and executive director.

Coordinates the weekly marketing production meetings by gathering agenda items, taking and posting meeting minutes, adding events and projects to the department's Smart Sheet (Project Traffic Flow). Opens new jobs, closes jobs, and manages the ticketing system for projects.

Maintains media and advertising pieces for archives through clipping, compiling and sorting of stories and ad placements.

Assists executive director of marketing communications and director of creative services with media buying and placement, insertion orders, and maintain accurate records of quarterly media plan and schedules an advertising calendar with deadlines on Excel, SharePoint and/or Outlook calendar.

Other duties as assigned, including but not limited to, multitasking numerous projects and tasks simultaneously in a busy office environment.

As a member of the Institutional Advancement team, the successful candidate is expected to participate and support University and Division special events and projects.

**SUPERVISORY RESPONSIBILITIES: N/A**

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE:** Bachelor Degree required. Three (3) years of marketing administrative support experience required.

**CERTIFICATES, LICENSES, REGISTRATIONS: N/A**

**LANGUAGE SKILLS:** Must demonstrate excellent verbal and written English skills including grammar.

**MATHEMATICAL SKILLS:** Must be competent in general math; accounting and bookkeeping skills a plus. Previous budget experience with Banner software preferred.

**TECHNICAL SKILLS:** Knowledge of general office procedures. Strong interpersonal, communications and supervisory skills. Macintosh computer skills a plus but not required including a variety of software packages including Outlook, Word/merging and Excel. Must take pride in and be thorough in quality of work produced; must be able to use general office equipment including office PC, copier, telephone, facsimile machine, etc.

**REASONING ABILITY:** Must possess excellent attention to details; must be a team player and interact collegially with co-workers and other constituencies. Must possess excellent customer service skills. Must possess strong organizational skills. Ability to exercise initiative and independent judgment in unusual or new situations. Must be able to work independently and must retain confidential information. Must be able to multitask and handle busy office environment in calm manner.

**MISSION CRITICAL COMPETENCIES:**

**COMMUNICATION**

Organizes ideas in a clear, logical flow that can easily be understood. Demonstrates a willingness to share ideas and encourages other to do the same. Demonstrates active listening skills by summarizing or paraphrasing understanding of what speakers say in questions or comments to verify understanding and prevent miscommunications.

**CUSTOMER SERVICE**

Makes customers and their needs a primary focus of one's actions. Develops and sustains productive customer relationships. Presents a professional, positive manner with customers.

**PRIORITY SETTING**

Seeks to accomplish critical tasks with measurable results. Shows a significant level of effort, persistence and time commitment to achieve goals. Does not allow mistakes, failure and other personal crises to undermine results. Keeping on point and timely decision making.

**BEING OPEN AND RECEPTIVE**

Composure; humor; listening; patience; and personal disclosure.

**DEMONSTRATING PERSONAL FLEXIBILITY**

Dealing with paradox; personal learning; self-development; and self-knowledge.

**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 frequently required to talk or hear, sit, reach and use repetitive motions of hands and wrists. The employee is occasionally required to stand, walk, stoop or bend. The employee must occasionally lift and/or carry up to 20 pounds and occasionally push and/or pull up to 20 pounds. This position requires close vision. Must be able to meet regular and predictable attendance standards.

**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.

Duties are performed in an environmentally controlled office setting; noise levels as expected in normal operation of office equipment.

*This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right*

*of any supervisor to assign, direct and control the work of employees under supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind of level of difficulty.*

**Otterbein University is an Equal Opportunity Educator and Employer.**

Otterbein University is committed to providing a welcoming environment free from unlawful discrimination. To this end, the University prohibits any form of discrimination against any person on the basis of race, color, sex, gender, pregnancy, religion, creed, marital status, partnership status, age, sexual orientation, gender identity, gender expression, national origin, disability, military status, or any other legally protected status in its programs and activities. However, the University's commitment to a nondiscriminatory environment is not intended to abridge unduly its commitment to academic freedom, free speech, or its educational mission. Inquiries or complaints regarding any form of discrimination or harassment may be directed to:

Scott Fitzgerald Director of Human Resources and Legal Affairs  
Title IX Coordinator  
614.823.1130