



NATIONAL AMERICAN UNIVERSITY

POSITION DESCRIPTION

Aurora Creative / Marketing

**To apply, please submit completed employment application, resume and letter of interest to:
System Director of Marketing, 5301 S. Highway 16, Suite 200, Rapid City, SD 57701.**

I. POSITION TITLE: Marketing Specialist

II. EMPLOYEE CLASSIFICATION: Professional

III. JOB CLASSIFICATION: Nonexempt

IV. ACCOUNTABLE/REPORTS TO: System Director of Marketing

V. POSITIONS REPORTING TO THIS POSITION: None

VI. DUTY HOURS: A minimum of forty hours per week, plus other hours as may be necessary to complete job duties.

VII. MINIMUM REQUIREMENTS:

EDUCATION: Bachelor's degree in marketing, English, journalism or other related field.

EXPERIENCE: One to two years experience required in office setting relating to business, management or marketing; three to five years experience preferred in marketing, creative writing, product management, advertising, and/or media buying. Additional experience includes: working with agencies, designers, and other vendors to develop communication in traditional and online media; public relations experience; and reporting campaign success and ROI. Proprietary higher education experience preferred.

PHYSICAL: Reaching, bending, dialing, writing, talking, and hearing capability; ability to exert force to lift, move, and/or carry objects 20-40 lbs.

SKILLS EXPECTATIONS: Proven project management skills, ability to handle multiple projects and processes simultaneously, strong attention to detail, excellent verbal and written communication skills, ability to work at a fast pace, unsupervised, solid analytical skills, creative approach to marketing in proprietary education.

VIII. BASIC FUNCTION/PURPOSE OF THE POSITION: To support the campuses in their admissions marketing efforts in support of the mission of the university as defined by the university president and the board of governors.

IX. DUTIES/RESPONSIBILITIES/EXPECTATIONS OF THE POSITION:

- * A. Serve as the primary point of contact for university staff initiating work from Aurora Creative. This work includes, but is not limited to, photography, copy writing, production, illustration, design, e-marketing, print production and layout.
- * B. Coordinate all advertising and marketing projects to ensure they are completed on time, within budget and with uncompromising quality. This includes opening new projects, concept development, updating creative job list, and final disposition of completed projects.
- * C. Write and edit copy for brochures, postcards, web site, and other university marketing projects.
- * D. Proofread all marketing materials, web site content, and publications for accuracy, content, style, spelling, and grammar and sentence structure.
- * E. Process all invoices for internal and external vendors.
- * F. Create and analyze metrics to assess marketing program effectiveness.
- * G. Develop and maintain list of outside marketing vendors and contact information for future reference.
- * H. Provide research as needed for use in market studies, project needs, and marketing and advertising publications.
- * I. Assist system director of marketing as needed and other duties as assigned.

X. COOPERATIVE RELATIONSHIPS WITH THE FOLLOWING:

Aurora Creative Staff
 Central Administration
 Campus Directors
 Directors of Admissions
 Other campus management and staff
 Outside vendors

XI. LIMITS OF AUTHORITY: As defined by the policies, procedures and practices of the university and/or university president.

National American University reserves the right to alter this position's job description/job duties to meet the needs and goals of the institution.

* Denotes essential elements of the position.