I. POSITION TITLE: Marketing Specialist (New Initiatives)

II. IPEDS CLASSIFICATION: Community Service, Legal, Arts and Media

III. JOB CLASSIFICATION: Non-exempt

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: Requires bachelor’s degree in marketing, English, journalism or other related field; equivalent experience and/or education may satisfy bachelor requirement.

   EXPERIENCE: Requires at least one year’s experience in marketing. Experience in any of the following areas is a plus: marketing; creative writing; product management; advertising; media buying; public relations; and reporting campaign success and ROI.

   PHYSICAL: Reaching, bending, dialing, writing, talking, and hearing capability; ability to exert force to lift, move, and/or carry objects up to 10 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 unsupervised at a fast pace, 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 board of governors.

IX. DUTIES/RESPONSIBILITIES/EXPECTATIONS OF THE POSITION:

   * A. Coordinate all advertising and marketing projects for the university’s new initiatives to ensure they are completed on time, within budget and with uncompromising quality. This includes graduate marketing, community college and military marketing, new expansion, international marketing, national marketing efforts and any other new marketing initiatives for the university.
* B. Create and analyze metrics to assess marketing effectiveness for new initiatives.

* C. Write and edit content for new initiatives.

* D. Remain current with changes and emerging trends with these new initiatives and recommend enhancements as needed.

* E. Provide research as needed for use in market studies, project needs, and marketing and advertising publications.

F. 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.