

# The University of Texas at San Antonio

## *Job Description*

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Job Title: Marketing Associate  
Code: 8104  
Salary Grade: 56  
FLSA Status: Exempt  
Department/Division: Job available in different departments/divisions  
Reports To: Marketing Coordinator

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## *Summary*

- Function: To assist in developing and maintaining a quality marketing program for the department or college.
- Scope: Responsible for assigned phases of marketing and community relations programs. Assist in developing, enhancing, and implementing new and existing market approaches for attracting visitors, stakeholders, participants, clients, and purchasers to various programs and products.

## *Duties*

- Typical:
  1. Proposes, evaluates, and coordinates the implementation of marketing and community relations strategies. Researches new advertising, marketing, and community relations approaches; proposes program design.
  2. Plans, schedules, and coordinates activities in assigned programs.
  3. Ensures program needs are met through resources planning, tracking, and management. Resources include budget allocation, staff, volunteers, interns, work study participants, supplies and facilities.
  4. Produces and distributes marketing and community relations materials.
  5. Evaluates and make recommendations to marketing and community relations activities to ensure program and organizational goals are met.
  6. Maintains tracking and reporting systems to monitor program progress and results. Provides timely and accurate reports to reflect program progress and results; assists in the creation and maintenance of internal controls to protect confidentiality and program reporting.
  7. Interacts with university departments, guests, and other stakeholders to respond to inquiries, provide information, coordinate resources, and promote marketing and community relations programs.
  8. Supervises and trains clerical staff, including volunteers, interns, and work study participants.
  9. Acts as a liaison with other departments and agencies regarding inventory control, building services, equipment maintenance and repair, purchasing,

<p>safety, and other administrative matters.</p> <p>10. Performs additional duties as assigned.</p> <p>• <u>Periodic:</u></p> <p>1. Assist in special projects.</p>
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***Education***

<b>Required</b>	<b>Preferred</b>
Bachelor's degree from an accredited institution.	Bachelor's in Marketing or a related field from an accredited institution.

***Other Requirements***

<b>Required</b>	<b>Preferred</b>
Excellent verbal and written communication skills. Demonstrated effective interpersonal skills.	Advanced knowledge of university organizational structure, policies, rules, and procedures.
Independent decision making and problem solving ability.	Ability to speak, read, and write Spanish fluently.
Tact, diplomacy, and discretion required in all matters.	Knowledge of current methods and systems of bookkeeping, filing, and purchasing.
Criminal Background Check (CBC).	

***Experience***

<b>Required</b>	<b>Preferred</b>
One year marketing/promotion/ PR experience <b>OR</b> one year general work experience if Bachelor's is in marketing or related field.	Two years experience in marketing, promotion, or public relations. Supervisory and budget experience a plus.

***Equipment***

<b>Required</b>	<b>Preferred</b>
Personal computer and standard office equipment.	Knowledge of standard outreach equipment including but not limited to displays and tents.

***Working Conditions***

<b>Usual</b>	<b>Special</b>
Usual office conditions.	Monthly evening, weekend, or holiday work may be required. Occasional travel may be required.

***Supervision***

<b>Received</b>	<b>Given</b>

Direct supervision from Marketing Coordinator.	Supervision of clerical staff, volunteers, interns, and work study participants.
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***Accuracy***

Proficiency in all duties performed.

***Security Sensitive***

Specific job requirements or physical location of some positions allocated to this classification may render the position security sensitive, and thereby subject to the provisions of section 51.215 Texas Education Code.

***Internal Control***

Within the scope of position duties, responsible for seeing that operations are effective and efficient, assets are safeguarded, reliable financial data is maintained, and applicable laws, regulations, policies, and procedures are complied with.