

# The University of Texas at San Antonio

## *Job Description*

---

Job Title: Marketing Coordinator  
Code: 19116  
Salary Grade: 59  
FLSA Status: Exempt  
Department/Division: Job available in different departments/divisions  
Reports To: In accordance with specific departmental policies

---

## *Summary*

- Function: To develop and maintain a quality marketing program.
- Scope: Responsible for marketing assigned programs. Develops, enhances, and implements new and existing market approaches for attracting visitors, stakeholders, participants, clients and purchasers to various programs and products.

## *Duties*

- Typical:
  1. Develops and implements a comprehensive and aggressive marketing plan.
  1. Aids in the coordination and management of special events as assigned.
  2. Analyzes and targets market segments.
  3. Develops tools for marketing efforts.
  4. Conducts marketing activities.
  5. Supports assigned programs.
  6. Conducts market research in support of marketing plans.
  7. Designs promotions and advertising. Coordinates promotional areas of web site. Works with UTSA Communications in all new design and web site content.
  8. Performs stakeholder/community contact relations.
  9. Works with internal departments concerning upcoming products and programs.
  10. Assists in grant writing as assigned.
  11. Develops communications in support or assigned programs.
  12. Perform additional duties as assigned.
- Periodic:
  1. Supervises consultants or assistants, as needed.

***Education***

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

***Other Requirements***

<b>Required</b>	<b>Preferred</b>
Criminal Background Check (CBC)	N/A

***Experience***

<b>Required</b>	<b>Preferred</b>
Three years experience in marketing, promotions or public relations.	Four years experience in marketing, promotions or public relations. Supervisory and budget management experience.

***Equipment***

<b>Required</b>	<b>Preferred</b>
Personal computer and standard office equipment.	N/A

***Working Conditions***

<b>Usual</b>	<b>Special</b>
Usual office conditions.	N/A

***Supervision***

<b>Received</b>	<b>Given</b>
Determines own work methods and solves problems using specialized knowledge and experience resulting in minimal supervision.	May supervise work groups and/or assigned workers.

***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.