Job Title: Marketing Assistant

JOB SUMMARY

The Marketing Assistant is responsible for performing professional marketing duties in support of the strategic marketing communications plan of the college.

MAJOR DUTIES

Serves as liaison between the technical college and its various publics for marketing the college and its programs;
Assists with high student recruitment activities for public and private high schools and middle schools as needed;
Assists in managing web communication inquiries;
Assists with evaluating the effectiveness of marketing strategies by tracking news releases and ads;
Designs and creates formal and informal invitations, flyers, postcards and advertisements;
Assists with the design and execution of special events, projects and activities as necessary to support the areas of public affairs and marketing, development and the president's office;
Inputs and maintains various data for student records into the student information system;
Assists in the registration process as needed.

COMPETENCIES

Knowledge of advertising and marketing principles and concepts
Knowledge of postal regulations and direct mail concepts
Skill in the operation of computers and job-related software programs
Oral and written communication skills
Skill in interpersonal relations and in dealing with the public
Decision making and problem solving skills

MINIMUM QUALIFICATIONS

High school graduate or equivalent *and* One (1) year of work related experience

PREFERRED QUALIFICATIONS

Preferred qualifications may vary from location to location.