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.